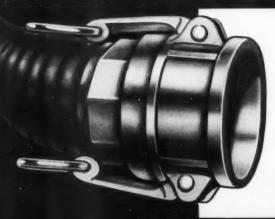
The American BAKER

PUBLISHED FOR THE BAKERS OF AMERICA





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February, 1957

THE AMERICAN BAKER

American Flours



AMERICAN FLOURS, Inc.

The American Baker

Published Monthly for the Bakers of America by THE MILLER PUBLISHING CO.

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WRITE FOR FREE COPY of our sales-slanted booklet "Fancy Cake Baking"

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HENRY HEIDE, Incorporated 313 Hudson St., New York 13, N. Y.



Perhaps not really a jewel—but, at any rate, it's a tiny precision-made bearing for a fine watch.

Skillful use of many such small parts is daily routine in watchmaking. But in baking, where volume is a great factor, the importance of materials which are used in small amounts is often underestimated.

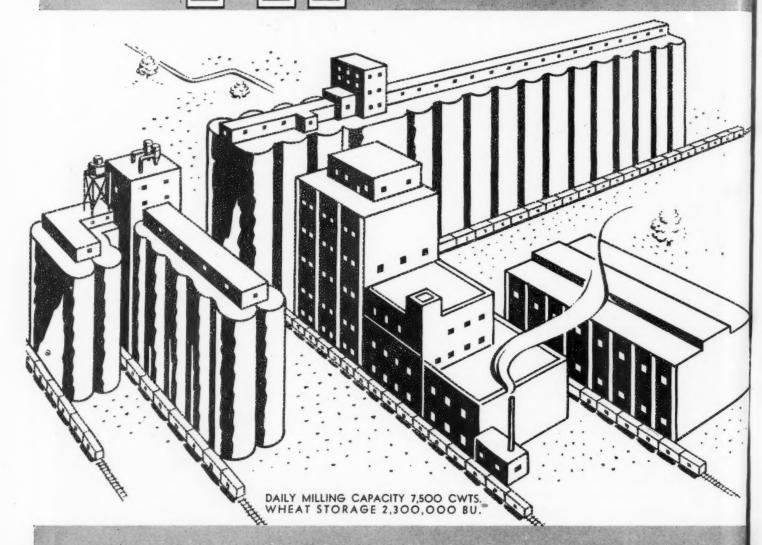
For example, take IMPROVED PANIPLUS.

Truly, here is a jewel! A few ounces will enhance the quality of over 150 loaves of bread, giving you Brighter and Whiter Crumb Color, Pleasing Aroma and Taste, Improved Crumb Structure, Better Handling Doughs, Longer Shelf Life, and Increased Yield.

Every ounce of such a product should be uniform and stable. When you use IMPROVED PANIPLUS you can be <u>sure!</u>

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"If its milled its good flowr"



THE THE

I-H offers the highest quality attainable in bread flours...a quality that means production savings in good bread yields and fewer schedule upsets. I-H can help make your loaf the best in your market.

ISMERT-HINCKE Milling Company

KANSAS CITY, MISSOURI

y, 1957

Bemis multiwalls are the way you want 'em...



ROUGH Outer Sheets - Bemis' Ruf-Grip paper gives you non-skid stacking, safer shipping, easier handling. Available if you wish.



SMOOTH Inner Sheets—Bemis Multiwall Flour Bags have smooth inner sheets, give maximum efficiency in dumping with minimum loss of flour and least consumption of time. Your baker customers appreciate this.

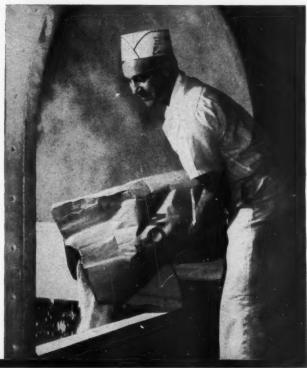
You're ahead when you pack and ship in Bemis Multiwalls.





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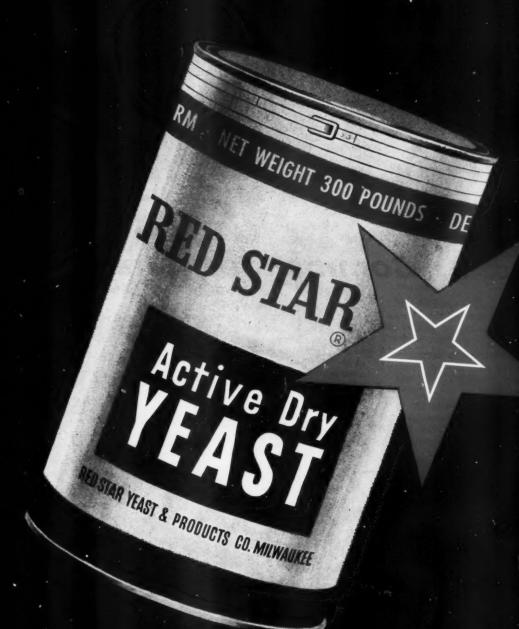












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Here at Commander-Larabee we chart a definite course, too—for every single flour we mill. First, the painstaking pre-milling analyses and test bakings of all grain samples . . . then the continuous checkups by each individual mill laboratory, covering every milling sequence. Plus the innumerable sample analyses of every Commander-Larabee mill's production, not only by our own central control laboratory, but by the equally efficient testing laboratories of bakeries and the fine bakery service organizations laboratories as well.

No wonder then, that more and more bakers all over America are relying on the Commander-Larabee fine family of flours to fulfill their exact baking specifications!

Commander-Larabee

MINNEAPOLIS . KANSAS CITY



Comment ...

. . . by Cooley

For these many years the baker has been the victim of whispering campaigns, diet fads, consumer and professional naivete—and now maybe

it's his turn.



F. W. Cooley, Jr.

For months the baking industry has had a whispering campaign of its own—these informants peer out from behind hotel lobby potted palms to promise great things for baking when the nation begins to get its protein from bread rather than fat-laced steaks. The magic word is cholesterol—a substance deposited on the inner walls of the circulatory system and thought to be a

contributory factor in heart disease.

There are two sides to the coin, however. To many of the medical men now voicing opinions on the subject, bread shares meat's guilt because it is made from shortenings that are "saturated fats." Butter is a saturated fat, too, as is nearly every other solid fat currently used by most bakers.

In short, this new medical discovery may be of benefit to the baking industry, or it may be another stone in the road. Because baking and bread have a great stake in the well-being of both the meat and dairy industries, it will be well to keep an open mind and restrain the advertising johnnies from pushing us into adding "no-fat bread" to our specialty lines.

The facts will be reported in the next few months as they develop; let's not go too far out on the limb until we are sure some other medical investigator isn't hiding behind his test tubes with a saw.

How one noted doctor looks at the cholesterol question is reported on page 16—Dr. Norman Jolliffe of New York City discussed the subject during the recent convention of the Tri-State Bakers Assn. in New Orleans.

You will find the latest information from the Census of Manufactures beginning on page 12—many marketers have been waiting breathlessly for these latest statistics on the baking industry. However, Fred Carlson, St. Paul pie baker, doesn't share the statisticians' pleasure:

"Good grief," he said. "This *\$%*@ busi-

"Good grief," he said. "This *\$%*@ business has changed so much since 1954 we don't care what happened then."

(Incidentally, Fred, those are 1953 figures.)

. .

Stolen-from-somewhere department: When the restaurant owner asked a new diner how he enjoyed his meal, the man answered, "The food was good but there were only two slices of bread. I like more bread."

The next night the owner had six slices of bread waiting for the customer. "The food was even better than last night," the diner replied to the query, "but that still wasn't enough bread for me."

When the restaurant man saw the customer come in the following evening, he rushed into the kitchen, took a long Italian loaf, slit it down the middle and put it on the table before the man.

"Whatsa matter," the customer yelped at the startled owner, "you back to two slices again?"

Thanks for reading. See you next month.

Frank Cooley

Editorials ...

PLUS VALUES IN FOODS

POLLOWING the line laid down of late by the Chamber of Commerce of the U.S.—and it seems not improbable that he even thought of it first—Paul S. Willis, president of the Grocery Manufacturers of America, Inc., is vigorously promoting the gospel of how great are the plus values added to foodstuffs on the long road of processing and distribution that links the farm with the dinner table.

Turning his attention to the difference between prices the farmer receives and prices paid by consumers at the grocery store, Mr. Willis says it is a main challenge of the food industry to get the American people "to see spread in its true economic role, as a positive, value-adding, market-creating force, and to appreciate how they benefit therefrom."

Without spread, Mr. Willis says, not only manufacturers and distributors, but farmers as well would be out of business. Sirloin steak would be standing around in an Iowa feed lot, cheese and butter would be in a pail in Wisconsin, and citrus juice would be on trees in Florida or California. Without spread there would be no food business as we know it. It would consist of local farmers selling direct to local consumers.

"Spread," declares Mr. Willis, "is money paid out for a series of essential processes and services performed along the life line of America between food on the farm and food on the table. It provides useful employment directly to at least 5 million workers and indirectly to several million more. It helps build markets for farm products. It is an integral part of our mass production-mass distribution system. It is a logical reflection of the growth of the American economy with its great degree of specialization, its greater services to meet consumer needs and its high standard of living.

"Here is another way of looking at this improvement in eating: If people were content today to buy only the same types and quantities of food per person they bought prewar, they could buy the equivalent of that out-dated grocery basket at today's prices for only 16% of income. The difference between that and the 25% they are actually spending represents the additional values which they want and which we in this industry have provided."

Mr. Willis then examined some of the reasons for this growth. "This 'plus' growth of the food industry since 1939," he said, "suggests that we must have done some extra things which were most effective in broadening the market. Some of these extras included the availability, through research, of the many new and improved products; better advertising; better selling; more and better sales promotions and improved merchandising by both manufacturers and distributors; the attractive self-service stores with their great variety of products, attractive displays, and freedom of choice in consumer purchasing; the consumer's greater knowledge of nutrition; her growing recognition of the value of eating balanced meals; and her appreciation of the 'built-in kitchen services' in modern, convenient, ready-to-serve foods. All have contributed to this tremendous growth in sales.'

"Middle and higher income families," he comments, "are not just slightly bigger customers than low income families. They are much bigger customers. The \$5,000 family spends about \$30 a week for food, which is twice the amount spent by the family with an income under \$2,000. The family with an income of \$10,000 and up spends on the average over \$50 a week. Since the present trend is for more and more families to move into higher income brackets, that gives a very solid basis for optimism."

Taking these and other factors into consideration Mr. Willis estimates that by 1967 expenditures for food can reach \$105 billion. That would be an increase of about 50% over present levels.

Trade Pulse

WILLIAM A. MITCHELL, president of Central Trust Co., Cincinnati, Ohio, has been elected to the board of directors of National Starch Products, Inc.

Clegg's Bakery, in business in Greensboro, N.C., since 1895, has been organized under new ownership. The firm name Clegg will continue. GREGG PEHLER will be president. WALTER K. CLEGG, JAMES W. BERCAW and JOHN J. SCHOPP will be vice presidents. H. P. HUDSON is secretary.

WELDON GRAY, who started in the baking business in his father's bakery at Cass Lake, Minn., has been promoted to a position as eastern divisional manager of Eddy's Baking Co., Minneapolis. He will be responsible for bakeries at Grand Forks and Bismarck, N.D., Superior, Wis., Billings, Mont., and Minneapolis and St. Paul.

JACK CLARK, a former resident of Ashtabula, Ohio, has been named personnel director for the Continental Baking Co. at Dayton.

The Walton Baking Co., Toledo, Ohio, has named GEORGE GRIFFITH as general manager. Mr. Griffith has been in the baking industry in Toledo 25 years.

JAMES C. HARRISON, JR., has been named general sales and advertising manager for Claussen's Bakeries, Inc., at Augusta, Ga.

G. R. MORRISSEY, Milwaukee, Wis., has been appointed west central division sales manager of Muller's Inc., Grand Rapids, Mich., bakers of frozen specialty breads and pies. The announcement of Mr. Morrissey's appointment was made by THOMAS CONRADY, general sales manager of Muller's Inc., which is a division of Muller-Grocers Baking Co. Mr. Morrissey joined Muller's Inc. after 30 years' experience in food sales and merchandising.

The Freund Baking Co., St. Louis, has elected OLIVER B. FRAZIER as vice president in charge of sales. ALBERT S. NOR-FLEET has been elected as a director.

EDWARD A. OTOCKA has been appointed general manager of operations for National Biscuit Co., New York, and ROBERT E. ADAMS general manager of the company's bread department. Mr. Otocka succeeds RUSSELL M. SHULTZ, vice president, now assigned to the executive department. Mr. Adams succeeds THOMAS F. BURKE, who recently retired as vice president of the bread department.

N. M. KRUTSINGER, a former vice president of Manor Bakers, Kansas City, has been named vice president and general manager of Martha White Bakery, Murfreesboro, Tenn.

This Month . . .

Formulas for Profit	Page	18
Do You Know?	Page	22
Ringing the Baker's Doorbell	Page	23
Worth Looking Into	Page	34
Crusts and Crumbs	Page	42
Bake Shop Trouble Shooter	Page	43
Bakery Merchandising	Page	44
Convention Calendar	Page	52
Index of Advertisers	Page	60

Ward Baking's Sales at Peak; Net Earnings Are \$1,313,922

NEW YORK-Sales of the Ward Baking Co. increased in 1956 to a all-time high of \$100,257,997 for the 52-week fiscal period which compares with \$97,011,765 for the 53-week fiscal year of 1955, it has been announced by Faris R. Russell, chairman of the board and chief executive officer.

Net earnings after all charges, including provision for federal income taxes, taxes, were \$1,313,922 equivalent after dividends on the preferred stock, to \$1.22 per share on 819,202 shares of common stock outstanding at the year-end. This compares with net earnings of \$1,522,400 in 1955, equivalent to \$1.53 per share on 785,680 common shares outstanding at the end of 1955.

The earnings for 1956 include approximately \$268,000, equivalent to 33¢ per share, primarily as the result of a change in the company's accounting policy in respect to certain small items of equipment (baking pans, delivery trays and crates) so as to conform both to the general practice in the baking industry and experience as to the life of these items. To a minor extent this figure also reflects a change in calculating depreciation.

Some of the more important changes of the year, Mr. Russell stated, were: Provision for the payment on March 31, 1957, of \$250,000 in reduction of the company's 2%% note: preferred stock of the par

value of \$204,100 was acquired during the year and retired; the num-ber of shares of common stock outber of shares of common stock outstanding was increased by 33,522 through the exercise of warrants, which expired on April 1, 1956; working capital was decreased by \$1,612,229; property and plant account increased by \$1,335,087; and U.S. Treasury obligations in the amount of \$1,048,000 were held against an estimated income tax liability of \$1,169,432.

During the latter part of the year.

During the latter part of the year, the facilities of the company's larger Pittsburgh plant were improved and increased, and in late October production in the smaller plant, known as Baur Brothers, was transferred to the larger Ward Baking Co. plant. This will effect economies in production, the full benefits of which should be felt in 1957, according to Mr. Russell. Baur Brothers will continue as a separate distribu-ting entity for its line of "Aunt Hannah" products.

Commenting on the outlook for the current year, Mr. Russell stated: 'While labor costs will be higher in 1957, nevertheless with the improved trend in our volume of sales, with some increases in the price of our products which occurred in the latter part of the year, and with the installation of cost-saving machin-ery and other economies recently effected, the management is hopeful that there will be an improvement in profits in 1957."

R. A. Jackson Elected Ward President

NEW YORK - Faris R. Russell. chairman of the board and chief executive officer of the Ward Baking Co., has announced that R. Arnold Jackson has been elected president and a director of the company and August F. Guckenberger has been elected vice president in charge of sales, advertising and merchandising.

Mr. Russell also announced that the Board of Directors had been enlarged through the election of four new directors in addition to Mr. Jack-son. Frank C. Nicholson, a director since 1940, has resigned.

Mr. Russell temporarily assumed the title and duties of president in addition to chairman of the board and general manager in April, 1956, upon the retirement of E. A. McLaughlin, a member of the organization for 39 years. Mr. McLaughlin has continued with the company in developing new sales outlets for Ward products. Mr. Jackson, who has been execu-

tive vice president in charge of sales and advertising, started with the company in the cake production department upon graduating from Dart-mouth College in 1919. He steadily advanced to become general sales manager in 1933. In 1937 he left Ward to become general manager of the bread division of the National Biscuit Co. In 1940 he became vice president, sales and advertising, of Coca-Cola Bottling Co. of New York. From 1944 to 1947 he was vice president of



R. Arnold Jackson



August F. Guckenberger

BAKERY SALES INCREASE

WASHINGTON - Dollar volume sales in bakery product stores in the U.S. during November increased 1% over the November, 1955, figure and 40% over October, 1956, according to a monthly retail trade report of U.S. Department of Commerce. Dollar volume sales for the first 11 months were down 1%.

Russell H. Potter, Inc., public relations. He returned to Ward in 1947 and was made general sales manager in 1949; vice president, sales and mar-keting, in 1953 and executive vice president last year.

Mr. Guckenberger joined the Ward Baking Co. as advertising manager in 1952 after having been executive secretary of the New York State Food Merchants Retail Assn. from 1941 to 1952.

Mr. Guckenberger was in the sales department of Libby, McNeil & Libby from 1929 to 1931, and with B. Fischer & Co., coffee, tea and spices, from 1931 to 1933. He served as executive secretary of the New Jersey and Hudson County Retail Grocers Assns. from 1927 to 1937 and was executive vice president of the New York and New Jersey Bakers Council from 1937 to 1941. He has also been secretary-treasurer of the National Retail Grocers Secretaries Assn. and also secretary of the National Institute of Food Trade Publications.

Mr. Guckenberger originated and organized many food industry sales and advertising promotion programs, including National Retail Grocers Week, Individual Retail Grocers Week, Week of New Jersey and Thanksgiv-ing-in-Spring. He also organized industry-wide merchandising programs to educate retailers in the promotion of baked foods, beverages and frozen

The new directors elected, in addition to Mr. Jackson, were: David Coleman, senior partner in

New York Stock Exchange firm of Coleman, Fagan & Co., who also has been closely associated with the commodity and baking businesses.

R. Parker Kuhn, investment banker who was vice president, director and member of the executive committee of First Boston Corp. prior to his retirement in 1955. Mr. Kuhn is a trustee of the Harlem Savings Bank and a trustee of the Association of Graduates of U.S. Military Academy. change Bank.

William S. Renchard is executive william S. Renchard is executive vice president of Chemical Corn Ex-Theodore C. Streibert has been director of the U.S. Information Agency, Washington.

BREAD IS THE STAFF OF LIFE JOINS MILLER PUBLISHING CO.

MINNEAPOLIS - John Franklin has joined the editorial staff of The Miller Publishing Co., Minneapolis, publisher of The Northwestern Miller. For the past three years Mr. Franklin was farm news editor of the Fairmont (Minn.) Daily Sentinel and previously he worked on weekly newspapers at Madelia and Litchfield, Minn. He is a graduate of the University of Minnesota school of journalism.

BREAD IS THE STAFF OF LIFE NEW NABISCO OFFICE

NEW YORK-The National Biscuit Co. has moved its general offices to 425 Park Ave., New York 22. The new telephone number is Plaza 1-



Harold D. LeMar

Harold D. LeMar Heads P. F. Peterson Bakery

OMAHA-Harold D. LeMar, former vice president of the P. F. Peter. sen Baking Co., has been elected president of the company, succeeding Milton Petersen, Sr., who died re cently.
Mr. LeMar has been with the com-

pany for a number of years, holding offices as secretary-treasurer and vice president. He returned to the company following extensive service as a colonel with the U.S. Army during World War II, and he also had 2 months' service in the first world war.

During the Korean conflict he was chief of the bakery section, Office of Price Stabilization. He is married to

the sister of the late Mr. Petersen. As one of his first official duties, Mr. LeMar named three new company vice presidents, Milton Petersen, Jr., William B. LeMar and P. F. Petersen, II. Harold F. Courtright was reelected treasurer and Verne W. Vance as secretary.

Bakers Club, Inc., **Elects Ellsworth Timberman President**

NEW YORK-Ellsworth L. Timberman, Continental Baking Co. New York, was elected president of the Bakers Club, Inc., at the annual luncheon meeting of the group held here Jan. 31. He succeeds Arthur C. Ebinger, Ebinger Baking Co., Brook-

Arthur G. Hackett, Drake Bakeries, Inc., Brooklyn, was elected view president; Arthur E. Levy, Joe Lowe Corp., New York, was named second vice president, and Ernest B. Keirstead, West Hartford, Conn., was reelected treasurer. Frank A. Lyon. New York, is secretary of the club.

Directors named for a three-year term are: Don F. Copell, Frisbie Pi Co., Bridgeport, Conn.; Frank Forbes Frank Forbes Co., New York; Mr. Hackett; F. J. Hale, National Yeast Corp., Belleville, N.J.; Maurice R Haney, Anheuser-Busch, Inc., New York; Mr. Keirstead; Charles E. Lar-sen, Larsen Baking Co., Inc., Brook-

lyn: and Mr. Levy.

Elected to the membership committee for a three-year term are:

Arthur J. Bamford, Jr., American

Trade Publishing Co., New York:

Fred F. Kleinmann, Ward Baking Co. New York, and Walter J. Stockman Standard Milling Co., New York. Members of the "25 Year Club"

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were seated at a special table and the following, entering the select group this year, received certificates: Joseph A. Adamsen, General Baking Joseph A. Adamsen, General Baking Co., New York; John J. Bennett, National Yeast Corp., Belleville, N.J.; Frederick W. Birkenhauer, Wagner Baking Corp., Newark, N.J.; J. A. Davis, Jacques A. Davis, Inc., New York; Francis M. Franco, New York; Frank X. Ragan, Standard Brands, Inc., New York, and Henry J. Taylor, Package Advertising Co., New York. York.

The following were elected members of the Bakers Club, Inc.: Louis Edwards, Thomas J. Lipton, Inc., Hoboken, N.J.; Ivan Levenson, Jones Pie Co., Hillside, N.J.; Kenneth F. Linden, Wilson & Co., Inc., New York; John V. McGrorey, Western Condensing Co., Appleton, Wis.; Her-bert Rolfe, Doughnut Corp. of America, New York; Milton Tyor, Wheat-ality Baking Corp., New York; Ed-ward L. White, Southern Paper Box Co., Taylorsville, N.C., and Ervin Waack, Baker Perkins, Inc., New York.

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SBA Prepares For Convention March 28-30

ATLANTA, GA.—Officers of the Southern Bakers Assn. have released a preview of what members can expect in the way of business, educa-tion and entertainment when they attend the 43rd annual SBA convention March 28-30 at the Vinoy Park Hotel, St. Petersburg, Fla.

Among the main attractions will be the opening address at the first business session March 29 by Albert R. Fleischmann, vice president of Standard Brands, Inc., New York, and a trustee of the SBA University Fund,

As other attractions members will as other attractions members win find a variety of recreation such as sun bathing, swimming, golfing at the hotel's own course, fishing, boat-ing, organized games, "beachcombing" and sightseeing.

Members are invited to check in early in order to enjoy the horse rac-ing which continues through March 26 at Sunshine Park at Oldsmar near St. Petersburg. One of the big attractions, SBA

officials say, will be big league base-ball games at Lang Field near St. Petersburg, for which tickets are being made available. Plans are for the St. Louis Cardinals and the New York Yankees to play March 27, the Yankees and the Milwaukee Braves March 28, the Yankees and the Brooklyn Dodgers March 29, and the Yankees and the Washington Senators March 30.

Customary plans for a ladies program are in the making and will be announced prior to the convention.

One of the more novel attractions for SBA members will be greyhound racing at St. Petersburg, with the track

yeas open every night and to and saturday matinees.

C. Lari Those attending this year will find Brook a new jai-alai fronton recently constant at the end of Gandy Bridge on the Tampa side.

SBA officers remind members that the 1957 convention will mark a re-turn to the Vinoy Park Hotel after an extended absence.

Names of the convention chairman, ommittees and a complete program will be announced soon.

National Retail Bakers Week

April 29-May 4

Thomas Scheuermann Appointed ARBA **Field Representative**

CHICAGO-Thomas Scheuermann Pittsburgh, has been appointed field representative for the Associated Retail Bakers of America, according to an announcement by Walter Schuchardt, Lake Forest Pastry Shop, St. Louis, president.

Mr. Scheuermann comes from a family of bakers. He learned the trade in his late father's bakery which his mother still operates in Pittsburgh. Six of his seven brothers and one of his three sisters are acand one of his three sisters are actively engaged in the baking business. Mr. Scheuermann worked in various shops in the east, and during his period of service with the armed forces he service as a baking instructor at the Second Army Food Scruice School He injured the ARBA Service School. He joined the ARBA staff on Sept. 1.

Mr. Scheuermann holds a bachelor of arts degree in economics and is a certified secondary education instructor in Pennsylvania.

Committee Adopts New Bylaws for **New England Bakers**

BOSTON-A new set of bylaws for the New England Bakers Assn. was developed during a meeting of its reorganization committee Jan. 25.

The committee also worked out a schedule of annual dues for baker members and proposed members for the board of governors.

A report on the committee's prog-ress will be made to the membership soon, NBEA has announced.

New Orleans Bakers, Allieds Planning Superb Convention

Mundie, of Milwaukee, a consulting psychologist widely known in indus-trial circles, will give the keynote address at the first general session of the Associated Retail Bakers of America convention in New Orleans March 17-20. Dr. Mundie will speak in the forenoon March 18.

Dr. Mundie was educated at Georgetown University, Washington, D.C., where he received a doctorate in philosophy. He has taught at Marquette University, Milwaukee, 10 years, and served as head of Marquette's Department of Social quette's Department of Social Sciences. He has been a psychological consultant to management for 15 years, and is considered a leader in the new phychological approach to management-labor relations, the subject on which he will speak to the ARBA convention. Dr. Mundie will be one of seven prominent per-sons scheduled to speak at the open-

Other speakers will be the Honorable DeLesseps S. Morrison, mayor of New Orleans; Walter R. Schuchardt, St. Louis, president of ARBA; George Chussler, Chicago, a director of ARBA; Bernard Bowling, Louisville, past president of ARBA; William A. Quinlan, Washington, general counsel for ARBA; E. E. Kelley, Jr., Chicago, president of the American Bakers Assn. and the new president of the American Society of Bakery Engineers.

The impressive line up of speakers for the opening sessions of the business part of the convention is only one example of the work and effort being made to put together a top-notch convention.

More than 80 baking firms in the metropolitan area of New Orleans are planning to welcome delegates and visitors from all parts of the country. New Orleans has 64 retail bakeries and 14 wholesale firms; among the retailers are 12 multipleunit bakeries operating 33 outlets, besides the main baking plants with

retail departments attached. New Orleans has three wholesale doughnut plants, two wholesale pie bakeries and three cookie establish-ments. Four biscuit and cracker concerns operate in the city, handling packaged cookies.

The number of baking firms has



TAKE MY WORD FOR IT: You'll learn about baking as well as life at . . . the 1957 ARBA Con-

vention and Exhibition March 17-20, New Orleans, La.

dwindled with concentration towards fewer plants. For example, 30 years ago, New Orleans had 179 bakeries. There were more bakeries in the city 60 and 70 years ago than there are at present, despite the fact that the population has increased four times. However, less plants individ-ually produce far more than those of six and seven decades ago.

Members of some of the commit-tees preparing for the convention are: Andreas F. Reising, Sunrise Bakery, Inc., who will demonstrate the making of French bread the afternoon of March 17; he will be assisted by LeRoy Blount, Anheuser-Bakery, Inc., and John E. Koerner, John E. Koerner Co., exhibits; demonstrations on March 17 will be given by LeRoy Blount, Anheuser-

Other committee chairmen and co-chairmen are: Registration — George Binder, Joseph Binder Bakery, and Joseph Meyer, Southern Paper Co., Ltd.; ladies—Mrs. Leonie Weill, New Orleans, and Mrs. Dixie DeSalvo, of Harvey, La.; publicity—James Boyer, Wesson Oil & Snowdrift Sales Co., and Mrs. Lorraine Shaw, D. H. Holmes Bakery; meals

—Robert Kernagan, Maison Blanc
Bakery, and Hollis Lindsey, Doughnut Corporation of America; tours-

(Continued on page 50)

BAKERY ENGINEERS **MEET MARCH 4-7**

NEW YORK — The Pennsylvania Railroad's crack train, the "Broadway Limited," will be on track here March 2 and 3 to take members of the American Society of Bakery Engineers to their annual convention in Chicago. The convention dates are March 4-7. Accommodations will include drawing rooms, compartments, bedrooms, bedroom suites and room-ettes at no extra fare.

Here is the timetable:

Sturday, March 2—Leaves New York (Penna. Sta.)—6:00 p.m. E.S.T. Leaves Newark—6:14 p.m. E.S.T. Leaves N. Philadelphia—7:21 p.m. E.S.T. Leaves Harrisburg—9:02 p.m. E.S.T. Sunday, March 3—Arrives Chicago—9:00 a.m. C.S.T.

Complete information and reservations are available from Claude A. Bascombe, Standard Brands, Inc., 625 Madison Ave., New York 22.



CARTOON FAMILY-The Fleischmann Division of Standard Brands, Inc., is introducing this cartoon family to support the 1957 Good Breakfast Program of the American Bakers Assn. M. G. Rhodes, vice president and sales manager of the Fleischmann Division, is indicating by his inviting gesture that the members of the cartoon family are available to the nation's bakers to use in a wide variety of advertising and sales promotion activities.

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Final Census in Baking Industry Shows Product Value Up 28%, Poundage Up 7.4%

WASHINGTON — The final report of the 1954 Census of Manufactures as it affects the bread and related products industry confirms earlier figures showing a 28% increase over 1947 in value of shipments. Products were valued at \$3,067 million, according to the survey conducted by the Bureau of the Census, U.S. Department of Commerce.

For the entire baking industry including single-shop retail bakeries with baking on premises, the 1954 value was \$3,711,299,000.

Total bread poundage, including bread-type rolls, increased to 12,313,016,000 lb. compared with 11,469,343,000 in 1947, an increase of 843,673,000 lb. or 7.4%.

The considerably smaller increase in poundage, when evaluating baking industry expansion, can be substantiated by the price of bread for the period. In 1947 the U.S. Department of Labor average price of bread was 12.5¢ lb. In 1954 it was 17.2¢ lb. for an increase of 37.6%.

There is a close correlation between the price increase and the value of white pan bread. The standard product went from a value of \$937,560,000 in 1947 to \$1,295,141,000 in 1954, an increase of 38.1%.

The poundage increase in this white pan bread was 1.1% for the 7-year period.

The U.S. population for the same period increased 12.4%.

"Value Added" Up 43%

Value added by manufacture in the industry amounted to \$1,568,933,000 in 1954, an increase of 43% over 1947. "Value added" is derived by subtracting the cost of materials, etc., from the value of shipments. It avoids, therefore, the duplication in the value of shipments which results from the use of products of some establishments as materials by others and is the best value measure available for comparing the relative economic importance of manufacturing among industries and geographic

The number of baking establishments increased from 17,901 in 1947 to 18,714 in 1954. This is an increase of 4.5%. For Industry 2051 alone (bread and other bakery products, except biscuits, crackers and pretzels) a decline was shown, from 6,796 in 1947 to 6,103 in 1954.

In 1954 the 6,103 total included: 5,426 wholesale bakeries, 142 grocery chain bakeries, 217 house-to-house bakeries and 318 retail multi-outlet bakeries

Although 1947 figures may not be strictly comparable, the census showed 3,455 "selling primarily to groceries" and 1,564 "selling primarily to

hotels, restaurants and institutions," for a total of 5,019.

In 1947 there were 90 grocery chain bakeries, 624 house-to-house and 1,064 retail multi-unit bakeries.

Grocery chain bakeries have increased 57.7% and house-to-house bakeries have decreased 62.5%. The decrease in multi-unit operations is substantial but in most cases is due to a reclassification of definition, the census bureau explains. In addition, in the case of house-to-house operations, the number of employees decreased only 2,630 and the value of products increased from \$281,937,000 in 1947 to \$297,551,000 in 1954.

The total cost of wheat flour consumed by the bread and related products industry was \$538,939,000 in 1954, an increase of 8.8% from the 1947 cost of \$495,518,000.

Wheat Flour Use Up 4.6%

The total amount of wheat flour increased from 82,735,000 sacks in 1947 to 86,560,770 sacks in 1954, an increase of 4.6%. Consumption and cost figures on other types of flour have not yet been made available by the census bureau.

17,231,610 sacks of wheat flour, at a delivered cost of \$84,032,000, were used by the biscuit and cracker in-

dustry in 1954, compared with 14, 288,00 sacks and \$74,865,000 in 1947

In other products used by the baking industry, sugar (cane and beet) was up 27.3% to 1,146,491,000 lb. a slight decline in shortening was more than counter-balanced by a substantial increase in lard. For 1954, with 253,522,000 lb. shortening and 291. 238,000 lb. lard, the total for both fats is 544,760,000 lb. for an over-all increase of 7.2% over the previous census. For dried milk, the latest total is 242,548,000 lb. an increase of 12.8%.

The following table shows the comparative rankings of the standard bakeri

Table 6A.--QUANTITY AND VALUE OF PRODUCTS SHIPPED BY ALL MANUFACTURING ESTABLISHMENTS, FOR THE UNITED STATES: 1954 AND 1947

			ing interplant t	ransfers	
Product		54	1947		
***			T		
ALL MANUFACTURERS (Except retail single-shop bakeries)	Quantity (1,000 pounds	Value	Quantity (1,000 pounds	Value	
Bread and related products, total	baked weight)	(\$1,000) 3,012,109	baked weight)	(\$1,000) 2,360,082	
Bread and bread type rolls	- 1	2,009,216	XXX	1,349,499	
Bread:					
White, pan	8,614,290	1,295,141	8,521,157	937,560	
White, hearth	252,820 996,029	38,956 159,388	306,117 893,411	37,882	
Rye, including pumpernickel	620,278	100,203	613,391	78,016	
Raisin and other specialty breads	327,975	57,603	192,476	27,813	
Rolls, bread type (including kaiser, parkerhouse, hamburger, and wiener					
rolls, etc.)	1,501,624 xxx	302,398 2,661	942,791	1.52,643	
Bread and bread type rolls, not specified by kind	XXX	52,866	xxx	10,098	
Sweet yeast goods, all types, including sweet rolls, coffee cake,					
puff pastry and yeast-raised doughnuts	630,842	233,923	612,328	182,169	
Soft cakes, all types, including pound, layer, fruit, etc	1,055,031	372,385 185,906	1,210,207	390,663 146,750	
Pastries, all types of baking powder leavened only, including cream puffs,					
eclairs, lady fingers, french pastry, etc	65,288	30,029 24,219	80,596	20,792	
cookies, and types of hard and softsweetened cookies and waters (hand-made)		24,219		25,115	
Doughnuts, cake type (baking powder leavened)	(1,000 dozen) 375,929	113,269	(1,000 dozen) 309,591	80,203	
, , , , , , , , , , , , , , , , , , , ,	(1,000 pounds	,	(1,000 pounds	00,00	
	baked weight)		baked weight)		
Bakery products, not specified by kind	XXX	43,162	XXX	164,891	
INDUSTRY 2051, BREAD AND RELATED PRODUCTS					
read and related products, total	xxx	2,994,658	xxx	2,349,912	
Bread and bread type rolls	xxx	2,004,371	XXX	1,346,589	
Bread:		2,000,572	AAA	1,540,507	
White, pan	8,595,955	1,292,818	8,499,691	935,390	
White, hearth	252,345	38,867	306,117	37,882	
Whole wheat, cracked wheat, and other dark wheat breads	994,611 619,768	159,192	691,799 612,841	105,288 77,948	
Raisin and other specialty breads	327,082	57,444	192,215	27,777	
Rolls, bread type (including kaiser, parkerhouse, hamburger, and wiener	1				
rolls, etc.)	1,494,202	300,809	940,357	152,206	
Other bread and other bread type rolls	XXX	2,660 52,457	xxx	10,096	
	***	22,431	AAA	10,0%	
Sweet yeast goods, all types, including sweet rolls, coffee cake, puff pastry, and yeast-raised doughnuts	614,842	228,307	609,918	181,510	
Soft cakes, all types, including pound, layer, fruit, etc	1,046,594	369,835	1,199,986	386,446	
Pastries, all types of baking powder leavened only, including cream puffs,	711,530	182,820	600,089	146,466	
eclairs, lady fingers, french pastry, etc	XXX	29,952	xxx	20,695	
Cookies, all types of hard and soft sweetened cookies and wafers (hand-made)	64,292	23,843	76,464	24,142	
Production and the American American American	(1,000 dozen)	222 204	(1,000 dozen)	ma 440	
Doughnuts, cake type (baking powder leavened)	374,990	113,126	308,137	79,887	
	(1,000 pounds) baked weight)		(1,000 pounds) baked weight)		
Bakery products, not specified by kind	XXX	42,404	XXX	164,177	
WHOLESALE BAKERIES					
read and related products, total	xxx	(NA)		4	
Bread and bread type rolls	xxx	1,647,418	XXX	1,081,973	
Bread:	AAA	1,047,410	XXX	1,004,712	
White, pan	6,998,545	1,063,504	6,954,437	760,889	
White, hearth	203,932	31,137	246,341	29,912	
Whole wheat, cracked wheat, and other dark wheat breads	804,268 501,765	129,823 81,103	702,625 476,687	82,230 59,565	
Raisin and other specialty breads	215,446	37,581	127,153	17,810	
Rolls, bread type (including kaiser, parkerhouse, hamburger, and wiener					
rolls, etc.)	1,285,675	256,201	800,234	122,867	
Other bread and other bread type rolls	XXX	2,337 45,732	XXX	8,680	
Sweet yeast goods, all types, including sweet rolls, coffee cake,		,		-,	
puff pastry and yeast-raised doughnuts	384,282	142,758	354,223	92,959	
Soft cakes, all types, including pound, layer, fruit, etc	778,116	267,326	831,391	254,242	
Pastries, all types of baking powder leavened only, including cream puffs,	585,216	147,414	505,071	116,460	
eclairs, lady fingers, french pastry, etc	XXX	19,664	XXX	10,822	
Cookies, all types of hard and soft sweetened cookies and wafers (hand-made)	52,126	18,890	51,328	14,915	
Doughnuts cake type (halding norder leave	(1,000 dozen)	92 000	(1,000 dozen)	62 775	
Doughnuts, cake type (baking powder leavened)	265,269	82,087	204,660	52,732	
	(1,000 pounds) baked weight)		(1,000 pounds baked weight)		
				110,598	

E D I T O R'S NOTE—The accompanying tables are based on final figures obtained from the 1954 Census of Manufactures of the U.S. Department of Commerce, covering bread and other bakery products, biscuits, crackers and pretzels. Further breakdowns of the statistics by industry divisions and by states may be obtained from the Bulletin MC-20E, for sale by the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C., or any of the field offices of the U.S. Department of Commerce. The price is 20¢.

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0,889 9,912 2,230 9,565 7,810

8,680

varieties of bread for the two census

years.	Percent of Increase
VARIETY	from 1947 to 1954
White pan bread.	. 1.1%
Whole wheat bre	ad,
cracked an	
other whea	
varieties	
Rye, includin	
pumpernickel .	
Raisin and othe	
specialty breads	
Bread-type rolls.	. 59.3%

The only census variety to show a decrease was white hearth bread, which declined 17.4%.

When comparing the variety sales in the tabulations between types of bakeries, the suspected major advance in sales volume of grocery chain bakeries is demonstrated. Sales of white bread by grocery chains increased 38.7% over the 7-year span. Wholesalers held practically steady at a 0.6% gain, while the house-to-house portion of the industry declined 8.2%. Whole wheat sales tell the same story: Up 66.5% for chains, up 14.5% for wholesalers, down 19.9% for house-to-house. For bread-type rolls, chain stores gained 252.9%, versus 60.7% for wholesale bakeries, and 34.6% for home delivery.

In 1954, value of shipments for the various segments of the baking and related products industry was as fol-

WS:					
					Value of
				8	HIPMENTS
BAKERY TYPE					(In \$1,000)
Vholesale	0		9		2,385,721
Grocery Chain	×	*			265,851
louse-to-House					297,551
Retail Multi-Unit					117,892

Total poundage production of these varieties for 1954 is shown in the following table.

	POUNDS
	(in 1,000 lb.
VARIETY	baked weight)
White pan bread	. 8,614,290
White hearth bread.	. 252,820
Whole wheat, etc	. 996,029
Rye, inc. pumper nickel	
Raisin and specialt	
Bread-type rolls	. 1,501,624

Total 12,313,016

The bread and related products industry represents manufacturing establishments engaged primarily in the manufacture of bread, cakes, hand-made cookies, doughnuts, pies, pastries, and similar "perishable" bakery products. Establishments primarily engaged in producing "dry"

FINAL REPORT — The statistics presented here supersede those in advance industry reports, as printed on pages 38 and 39 of the September, 1956, issue of The American Baker.

Those wishing to refer to advance, detailed statistics on the biscuit and cracker industry, also covered in bulletin MC-20E, may find them on page 13 of the October, 1956, issue of The American Baker.

For comparative purposes, detailed and final reports on the last Census of Manufactures, in 1947, are covered on pages 12, 13 and 76 of The American Baker, September, 1949.

bakery products such as biscuits, crackers and pretzels are classified Industry 2052, Biscuits and Crackers. Establishments manufacturing bakery products primarily for direct sale on the premises to household consumers are classified in retail trade (Industry 5462). However, those manufacturing bread, cakes, etc., for sale primarily through house-to-house routes are classified in this industry.

routes are classified in this industry. For 1954, all establishments producing bakery products primarily for direct sale to consumers on the premises were classified in retail trade, Industry 5462, and not in Industry 2051. The definition followed in the 1947 census differed slightly in that an establishment producing for sale on the premises was included in Industry 2051 if it was part of a chain of such bakeries, but excluded if it was a single-unit bakery.

The 1947 statistics have not been revised to reflect this change in defini-

Comparability between 1947 and 1954 is not significantly affected for Industry 2051, but the effect on the statistics for the sub-industry, "Retail Multi-Outlet Bakeries," is greater. The apparent decreases in the sub-industry from 1947 to 1954 are believed to be due largely to this change in definition, the bureau says.

In order to provide additional detail to reflect the differences among bakeries, i.e., interrelationships of value and type of bakery products shipped, materials used, value added by manufacture, employment, etc., Industry 2051 has been divided into four subindustries as follows:

Wholesale Bakeries: Bakeries selling chiefly at wholesale to other business concerns, including grocers, restaurants, hotels, institutions and other establishments buying the products for resale. The principal products of this group of establishments are bread, bread type rolls, and cakes. The values reported are the wholesale selling prices received by the manufacturer.

Grocery Chain Bakeries: Bakeries owned and operated by grocery chain store companies and distributing their product through retail grocery stores owned by the same company. The values reported by this group of establishments are based on a transfer price which is nearly equivalent to

the wholesale price.

House-to-house Bakeries: Bakeries selling chiefly through retail house-to-house routes. The values were reported generally at the retail price, although in a few instances, transfers of goods between establishments of some of the larger companies were expressed in terms of wholesale

Retail Multi-Outlet Bakeries: Retail bakeries selling chiefly through nonbaking outlets operated by the same company. Statistics relating to the retail outlets are not included, except in those cases where one retail unit

Table 6A.--QUANTITY AND VALUE OF PRODUCTS SHIPPED BY ALL MANUFACTURING ESTABLISHMENTS, FOR THE UNITED STATES: 1954 AND 1947--Continued

	Total ship	ments includ	ing interplant t	ransfers
Product	1954		19	47
	Quantity	Value	Quantity	Value
GROCERY CHAIN BAKERIES Bread and related products, total.	(1,000 pounds baked weight)	(\$1,000) (NA)	(1,000 pounds baked weight) xxx	(\$1,000) (NA)
Bread and bread type rolls	XXX	140,081	XXX	72,430
Bread:		210,002		10,450
White, pan	762,141	87,209	558,943	53,656
White, hearth	12,858	1,856 11,864	54,435	5,855
Rye, including pumpermickel	90,630 51,296	6,923	35,392	4,373
Raisin and other specialty breads	65,708	10,487	22,847	3,120
Rolls, bread type (including kaiser, parkerhouse, hamburger, and wiener				
Other bread and other bread type rolls	103,232 xxx	21,147	29,247	5,426
Bread and other bread type rolls, not specified by kind	xxx	569		***
Sweet yeast goods, all types, including sweet rolls, coffee cake, puff pastry and yeast-raised doughnuts	84,062	24,323	48,299	14,090
Soft cakes, all types, including pound, layer, fruit, etc	133,516	40,535	126,533)
Pies	46,628	12,397	198	
Pastries, all types of baking powder leavened only, including cream puffs, eclairs, lady fingers, french pastry, etc	XXX	646	xxx	48,335
Cookies, all types of hard and soft sweetened cookies and wafers (hand-made)		838	167	1
Doughnuts, cake type (baking powder leavened)	(1,000 dozen) 65,650	13,488	(1,000 dozen) 52,332	
soughteen out the fourtiff boards reasonalists	(1,000 pounds	25,400	(1,000 pounds	
	baked weight)		baked weight)	
Bakery products, not specified by kind	XXX	(MA)	•••	•••
HOUSE-TO-HOUSE BAKERIES	1			
breed and related products, total	XXX	(NA)	xxx	(NA)
Bread and bread type rolls	xxx	182,036	xxx	141,411
Bread:		200 400	410	202 200
White, pan	745,934 25,224	129,672	812,727	101,132
Whole wheat, cracked wheat, and other dark wheat breads	80,868	14,862	101,034	12,999
Rye, including pumpernickel	43,668	8,024	55,897	7,851
Raisin and other specialty breads	32,829	7,113	21,221	3,505
Rolls, bread type (including kaiser, parkerhouse, hamburger, and wiener	65,168	14,452	48,417	10,503
Other bread and other bread type rolls	XXX	297	40,427	20,505
Bread and other bread type rolls, not specified by kind	XXX	3,454	30000	367
Sweet yeast goods, all types, including sweet rolls, coffee cake,	83,001	36,326	110,086	39,598
puff pastry and yeast-raised doughnuts	77,499	37,209	128,406	48,766
Ples	34,352	12,245	33,506	11,447
Pastries, all types of baking powder leavened only, including cream puffs,	XXX	4,172	xxx	2,122
colairs, lady fingers, french pastry, etc	3,478	1,506	7,797	2,827
	(1,000 dozen)		(1,000 dozen)	
Doughnuts, cake type (baking powder leavened)	25,023	10,976	23,244	8,953
	(1,000 pounds		(1,000 pounds	
Patron Andrew	baked weight)	(224)	baked weight)	12 520
Bakery products, not specified by kind	xxx	(NA)	XXX	13,530
RETAIL MULTI-OUTLET BAKERIES		4		
heed and related products, total	XXX	(NA)	(1)	(1)
Bread and bread type rolls	XXX	34,836	xxx	50,775
Brend:				
White, pan	89,335 10,331	12,433	175,717 20,106	19,915
Whole wheat, cracked wheat, and other dark wheat breads	18,845	2,643	33,705	4,204
Rye, including pumpernickel	23,039	4,074	44,865	6,139
Raisin and other specialty breads	13,099	2,263	20,994	3,342
Rolls, bread type (including kaiser, parkerhouse, hamburger, and wiener	40,127	9,009	62,459	13,410
rolls, etc.)	40,127	9,009	02,439	20,42
Bread and other bread type rolls, not specified by kind	XXX	2,702	xxx	1,051
Sweet yeast goods, all types, including sweet rolls, coffee cake, puff pastry and yeast-raised doughnuts	63,497	24,900	97,310	34,856
Soft cakes, all types, including pound, layer, fruit, etc	57,463	24,765	113,656	45,033
Hes	45,334	10,764	61,314	18,50
Pastries, all types of baking powder leavened only, including cream puffs, eclairs, lady fingers, french pastry, etc	xxx	5,470	XXX	7,70
Cookies, all types of hard and soft sweetened cookies and wafers (hand-made)	5,787	2,609	17,172	6,358
	(1,000 dosen)		(1,000 dozen)	
Doughnuts, cake type (baking powder leavened)	19,048	6,575	27,901	8,414
	(1,000 pounds baked weight)		(1,000 pounds baked weight)	
Bakery products, not specified by kind	DEFEC ASISIE)	(NA)	Dared Asigut)	40,049
		4		,,,,,,

2,959 4,242 6,460 0,822 4,915

0,598

(Continued on page 49)

Ohio Bakers Draw Record Attendance at Cleveland

CLEVELAND, OHIO—Bakers and allied tradesmen from all parts of Ohio met at Cleveland's Hotel Carter recently for the 51st annual convention of the Ohio Bakers Assn. The four days of the meeting were officially proclaimed "Ohio Bakers Week" by Mayor Anthony J. Celebreeze of Cleveland.

The convention got underway with a luncheon meeting sponsored by the Bakery Production Men's Club of Northern Ohio and the Akron-Canton All-Bakers Club.

J. Morton Schneider, chairman of the board of OBA, reported a record attendance. All sessions were coordinated by Chester Spang, J. Spang Baking Co., and Raleigh Yacek, Jersey Bread Co., Toledo, chairmen of the convention.

One highlight was the cake decorating contest which was divided into the art and the home division.

The art division first prize was won by Ernst Strakele of R. W. Kaase Co., Cleveland. The cake featured a basket of yellow roses, a violin and sheet music entitled "Southern Roses." Ernst Strakele came to the U.S. three years ago from Vienna, Austria, under the sponsorship of Frank Frischauf, who heads the decorators at Kaase Co.

Second prize in the art division went to Robert Kuchnicki, also of the Kaase Co. His cake was made as a Dutch windmill surrounded with tulip gardens. The third prize was awarded to Harry Alsleben of the Spang Baking Co. for Statue of Liberty cake.

In the home division the first prize winner was Harry Alsleben, again. The second prize went to Bill Gilbow of Kennedy's Bakery, Cambridge, Ohio, and third prize to Frank Frischauf, Kaase Co.

Five contestants reached the finals in the contest for Miss O.B.A. Miss Karen Anderson, representing Kaase's Bake Shops, Cleveland, was selected to reign as queen of the convention. She also won a trip to New York City where she will spend a weekend sight-seeing and attending shows.

The business sessions started with a production luncheon during which Walter Jacobi, of Ebinger's Bakeries, Brooklyn, N.Y., talked on the subject, "Please, Mr. Baker, Make It Better." One afternoon was devoted to practical cake decorating demonstrations by decorators from seven bakeries.

The Quality Apple Products Co., with Mr. and Mrs. Ben Schneider as hosts, preceded the convention with an apple breakfast, featuring apple pie. Sessions followed on pie, with Marguerite Robinson, field staff rep-

resentative of Consumer Service Department of the American Institute of Baking, talking on "New Faces on Pip."

Other sessions included a multiunit conference, a wholesale meeting, a retail sales meeting conducted by Arthur E. Pile, president of Hough Bakeries, Inc., a retail meeting devoted to "Short Cuts in the Retail Bakery," a house-to-house meeting, an allied men's meeting, and a purchasing agents' meeting with William L. Spang as chairman discussing "Prices, Quality and Service."

The bakers were reportedly so satisfied with the reception given them in Cleveland that they moved to return in 1959. Part of their enthusiasm resulted from the excellent public attendance given their invitation to see samples of decorated cakes and to watch the decorating actually done by professionals at the convention.

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Indiana Bakers Assn. Offers Bakers Supplemental Advertising Program

INDIANAPOLIS — The Indiana Bakers Assn. has come up with a program which it feels can be very helpful in supplementing bread advertising.

"For many years I have listened to speakers and read articles inferring that bread bakers have not taken full advantage of their advertising budget," F. A. Doll, secretary-manager of IBA said. "They have left unchallenged statements by the press and radio, such as bread is fattening, unfit for human consumption, etc. Today, after 16 years, many people feel that the consuming public knows very little about our enrichment of bread.

"We do not feel this is entirely true. Certainly the American Bakers Assn. is doing a wonderful job, but we in Indiana feel that we can be very helpful in supplementing their program on the ground floor.

"We are starting a voluntary program that has been subscribed to by seven bakers in Indiana and one in Illinois at this time. We are asking the bakers to use radio spots that are prepared by Standard Brands, Inc., for the IBA.

"The first two spots offer 'Toast Talk' and 'How Much Do You Know About Bread' booklets sent out free by IBA. The balance of these spots, we believe, tell a story that the baker has not told, that bread should be eaten while reducing, etc. The baker, meanwhile, loses none of the value of his ads as his name is mentioned several times in each spot. It is an individual ad but one that could help the industry."

Here is a sample of the radio spots IBA is offering: "Mother! How about serving French toast tomorrow? And you can make it extra nourishing with Brand Name Bread. You see, Brand Name Bread is enriched with essential vitamins and minerals. And enriched bread provides more of the things your body needs—more generously—than any other food. So, for extra good eating, get enriched Brand Name Bread. This is the 16th anniversary of enriched bread, 16 years of improved nutrition and better health for everyone. So insist on enriched bread—your best buy."

Mr. Doll said IBA feels this program "is basically sound and something the baker will not do on his own. We have hopes that many bakers all over the country will subscribe to the program."

IBA will be glad to send to any state secretary or to any baker in the country a copy of the radio spots and will forward future spots to him as they are released, Mr. Doll said. He added that starting about Feb. 15 the major bakers in the state will use end labels. bumper signs and buttons bearing the slogan, "Better Health Begins With Bread."

BREAD IS THE STAFF OF LIFE-

BAKING PLANT SOLD

LOS ANGELES—The Olson Baking Co. has been purchased by Alpha Beta Food Markets, Inc., according to officials of the food chain. The new facility will be known as Alpha Beta Baking Corp., and Fred G. Olson, the former owner, will remain as vice president and plant manager.

Earl A. Clasen Named Pillsbury Vice President

MINNEAPOLIS—The board of directors of Pillsbury Mills, Inc., has elected Earl A. Clasen, a vice president of the corporation. Prior to his election, Mr. Clasen was manager of the grocery products division which he will continue to head.

In announcing Mr. Clasen's election to members of the grocery products division, Robert J. Keith, executive vice president in charge of consumer products, said, "We expect that in his new position Mr. Clase will continue to be a strong champion of the concept of consumer consciousness. He also brings to his job a thorough understanding of modern food distributing techniques and the importance of the dealer in our distribution system."

A native of South Milwaukee, Wis. Mr. Clasen was graduated from high school in St. Peter Minn., in 1935, and he attended Mankato Business College. Later he was graduated from Gustavus Adolphus College in 1939. He was for a time an instructor in the Atwater, Minn., public schools and then he went to the advertising and sales department of W. H. Burber Co.

Mr. Clasen joined Pillsbury's advertising department in 1944. He was appointed advertising manager of the grocery products division in 1947 and he was made director of marketing in January, 1954, the position held until his appointment as manager of the grocery products division in August, 1956.

Montana Flour Mills Names H. A. Karlen

GREAT FALLS, MONT.—Hermu A. Karlen of Tacoma, Wash., has bee appointed sales representative in Calfornia for the Montana Flour Mil Co., Great Falls, according to an an nouncement by E. M. Murphy, vin president and manager of flour sales.

Mr. Karlen will move soon from Tacoma to the peninsula area of the San Francisco market. His family will join him there when the school year closes in June.

Mr. Karlen previously was associated with Centennial Mills, Inc., a Seattle, Wash., for 19 years, and was in charge of bakery flour sale on the Pacific Coast.



BEST OHIO CAKES—Judges are pictured examining the "Best of Show" and first prize winner in the decorating division of the recent Ohio Bakers Assn. convention. The judges, all with professional background for such a job, are Chuck Ackerman, of Manning Studios, at the left; Alfred Howell, head of the art department, Cleveland Public Schools, center, and Paul Riba, Cleveland Art Institute, at the right.

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Washington, D.C., general program chairman. At right are Augustin S.

CONVENTION PERSONALITIES-The program chairmen and one of the speakers at the Potomac States Bakers Assn. convention at Baltimore Jan. 27-29 pose with a loaf of coffee cake at left. They are, left to right, Sidney R. Silber, Silber's Bakery, Inc., Baltimore, program chairman of the opening session; Betty Smayda, Smayda's Home Bakery Co., East Cleveland, Ohio, one of the speakers; and John Harper, Jr., Charles Schneider Baking Co.,

Hardart, Jr., secretary, Horn & Hardart Co., New York, and Dr. Louis L. Kaplin, Board of Jewish Education, Baltimore, who were speakers on the program, and August H. Nolde, Nolde Bros. Bakery, Richmond, Va., first president of PSBA. The meeting was the 41st annual convention of Potomac States Bakers Assn. in job selection and training he

"Let's Snap Out of It" Theme Of Potomac States Convention

By GEORGE W. POTTS

The American Baker Editorial Staff

BALTIMORE—A program blending factual information and sound counsel for all bakers, sprinkled with lively good humor, fellowship and fine entertainment, attracted an excellent turn-out to the 41st annual convention of the Potomac States Bakers Assn. held here Jan. 27-29.

Following a general convention theme of "Let's Snap Out of It," well-known industry representatives covered modern trends in merchandising, production, personnel man-agement, selection and training of employees and the self-service oper-

employees and the self-service operation in the baking industry.

Contending that "before you can snap out of it, you have to face it,"
Betty Smayda, Smayda's Home Bakery Co., East Cleveland, Ohio, viewed the baking industry as "a little sick," and stated that it could become "a chronic invalid if we don't watch it."

She declared that all industries are faced with comparably the same problems but are not sitting back on past laurels as many bakers are prone to

Few Cases of Profit

Miss Smayda saw the few cases of real profit in the baking industry, a "sign that something is wrong," and placed the blame directly on management.

She called upon management to reevaluate the situation, face the prob-lems and cope with them or "get out and quit." Take a real look at your organization, she counselled the bakers, adding, "if you can't do it yourself get a good business man to do it for you.'

"Meet the challenge, be progressive and don't fall into the same hazards as before," she urged, telling the bakers that they should look ahead and adopt an attitude of "the past is dead." She told the bakers to "take dead." She told the bakers to "take off the rose-colored glasses," and look at quality of the products as a customer or a competitor would, and "don't

sell something you wouldn't be eager to buy yourself."

In summation, Miss Smayda urged the bakers to keep inventories down, have a good check between plant and stores, have well scheduled mainte-nance, improve the products and methods of production and watch the caliber of sales force and try to raise the wage level to attract a better

She further advocated simple and effective displays, better packaging, a stress on related products and viewed catering as a "natural" for the baker provided he could get qualified help.

Responsible for Future

Following this philosophy of the need for progressive thinking in the industry, Harvey G. Rodgers, Re-



ENTHUSIASM — John A. Kreiling, Community Baking Co., Cumberland, Md., president of the Potomac States Bakers Assn., indicates enthusiasm for the Associated Retail Bakers of America as he is photographed with a cake conveying greetings from that group. The cake was made by Charles J. Schupp, Schupp's Bakery, Wash-ington, D.C., first vice president of search Products Co., Kansas City, Mo., told the bakers that "everyone is a potential customer" and "you are responsible for the future of the in-

He told his audience that "you can chart a course and follow it in the baking industry," and called on the bakers to "get a different perspective

and you will want to make changes."
In an address titled "Are You
Ready With Man Number Two," Mr. Rodgers told the bakers that replace ment personnel has to be trained and "you just can't go out and buy it." They must be trained by you for a definite job, he added.

He stressed the need of "having the number two man ready" as the baker number two man ready as the baker won't always know when he will need him. "Take time to have somebody ready for that spot," he urged. Mr. Rodgers advocated an allotment for training of new personnel included in the business budget.

Mr. Rodgers pointed to the need of better understanding between produc-tion and sales. He further noted that it was never meant for a production man to be a utility superintendent in a shop.

Mr. Rodgers reminded the bakers that "the bread rack is the beginning and the end of your business." In conclusion he observed that "yesterday is a cancelled check, tomorrow is a promissory note and today is ready cash."

Personnel Discussed

Don Copell, president of Frisbie Pie Co., Bridgeport, Conn., gave the bakers and allied men further advice on "Selecting and Training Personnel," in an address sparked with lively wit and loaded with sage counsel.

Although admitting that "there is

no sure-fire way of selecting men who will succeed in industry," Mr. Copell outlined modern methods in selection and training, pointing out that "an ounce of selection is worth 100 lb. of training."

He said that the greatest problem in the baking industry today is finding good potential material willing to work at the trade. He also added that another major problem is teaching persons to work.

Touching on personality problems

stressed the importance of not placing a worker in a position below his mental or physical capability so that he would feel suppressed, or beyond his ability so that he feels he is under pressure to put out the work. He also noted that the psychological make-up must be considered as some cannot fit in a homogeneous group.

Mr. Copell told the bakers that modern techniques call for basic in-terview, analysis of ability, IQ tests, physical tests, background analysis and proper placement and proper training.

Tests Aid Employer

He indicated that good tests have helped screen out poor workers, dis-cover talents and capabilities not known, protect from serious errors in selection and find types who will fit in a group.

Although noting that more tests have been misused than properly used, he told his audience to look for desire to do the job, ability to do the job and the capacity to do the

job and handle human relations.
Mildred M. Arnold, nutrition field representative, mid-Atlantic states, American Institute of Baking, Washington, D.C., gave a typical demonstration of the work of field nutrition representatives in their routine pre-sentations for school and women's groups. In the demonstration she showed a speedy method of mass production of peach bread pudding using cubed, enriched white bread; large scale production of sandwiches for school lunch and institutional kitchens, and illustrated the ease of quick preparation of baked Alaska, a dessert favorite made with short cake shells. She concluded the demonstration by cutting a layer cake with a piece of thread and laying the slices, points out, around a mound of ice cream to form a very attractive simulated star.

In conclusion, Miss Arnold urged the bakers to tell the story of nutri-tion to the housewife. She stressed the need for a campaign to tell the public that baked foods are good for health.

Following Miss Arnold's presenta-(Continued on page 50)

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TRI-STATE BAKER, ALLIED OFFICERS—Those industry executives heading the Tri-State Bakers Assn. and the Allied Trades of the Tri-State Bakers Assn. are shown in the illustrations above. They were elected during the recent annual convention in New Orleans. At the left above are the baker officers: John Pollman, Smith's Bakery, Meridian, Miss., vice president for Mississippi; William L. Wolf, Wolf's Inc., Lafayette, La., (seated, center), president; Melvin C. Hebert, Calcasieu Baking Co., Lake Charles, La., vice

president for Louisiana (standing, rear), and (seated right) Charles Maggia, Tasty Baking Co., Baton Rouge, La., retiring president and new chairman of the board. The allied officers are at the right: Frank LaNasa, Standard Brands, Inc., secretary-treasurer; Milton J. Meyer, Allstate Supply Co., vice president; Walter Harrell, Charles Dennery, Inc., president; Robert L. Simon, Marathon Corp., Dallas, Texas, retiring president and the new chairman of the executive committee. All are from New Orleans except Mr. Simon.

First Discussion of Cholesterol Question Features Tri-State Meeting; W. L. Wolf New President

NEW ORLEANS—The first presentation of the possible role of the baking industry in combating heart disease was one of the features of the annual convention here Jan. 27-29 of the Tri-State Bakers Assn.

Stating that there was a "3-way direct relationship" between the intake of fat, the cholesterol blood level and coronary heart disease, Dr. Norman Jolliffe, director of nutrition of the New York City Department of Health, said there was an opportunity for the baking industry to supply additional calories in the average diet without increasing fat intake.

"No prudent person," the doctor warned, "will continue to eat the quantity and types of fats consumed by the average person today. In the U.S., we have an excellent diet, but since World War I, we have increased the fat in our diet by something like 300 calories per day."

Dr. Jolliffe reviewed facts and statistics disclosing an "alarming increase" in deaths from coronary thrombosis since the first World War, making it now the leading cause of death among persons over 30 years old, and accounting for something like 50% of deaths in this country's hospitals. Doctors and scientists, he went on, set out to ascertain environmental causes, to determine what had been added to American life to cause this increased incidence in coronary cases. At the same time, parallel studies and observations were conducted in other countries. Stress and strain were found not to be important factors.

However, it was found that there is a close correlation between the intake of fat, the types of fats consumed and coronary attacks, he explained. Some of the fats observed, he stated, showed that they raised the cholesterol blood level, while others, such as corn oil, cottonseed oil, peanut oil and others, lowered the cholesterol level. Beef fat, mutton fat, coconut oil, butter and hydrogenated fats were found by ex-

periments and through observed dietary effects, to bring up the cholesterol level. Surveys disclosed that Americans since World War I have not only increased the fat in their diet by something like 40%, but they have also changed the types of fats consumed, so that hydrogenated fats now constitute about one-third of our fat intake, Dr. Jolliffe declared.

The Case for Bread

"The question arises, naturally," the doctor went on, "about what to do to take advantage of the information available. It is basic that we must cut the excessive, inordinate consumption of fat which is higher than that of Eskimos. The mere cutting of the volume will immediately improve our diet. We can get vitamins and minerals from 70% of our present diet. But if we cut our diet from the excess of 70% to 30%, we have 300 to 400 calories to make up from other foods. We can get them from fruit, vegetables, meats, and five or six slices of bread per day.

"The baker certainly should get this business of providing the additional 300 calories which those five or six additional slices of bread can provide."

Dr. Jolliffe was the principal speaker at the first business session of the assembly of 303 bakers and allied men and their wives, from Alabama, Louisiana and Mississippi. The gathering got under way with registration under direction of Georges Dennery, Charles Dennery, Inc., chairman emeritus, and actively in charge of Henry Folse of the same firm, assisted by Louis Koerner of John E. Koerner and Co., New Orleans.

Charles Maggio, Tasty Baking Co., Baton Rouge, La., president of Tri-State, and Mrs. Maggio were hosts to the delegates and their wives at a reception and cocktail party. Joseph Goodman was chairman.

William L. Wolf, Wolf's, Inc., Lafayette, La., served as session chairman at the opening business gathering. The invocation and an inspirational address were given by Rt. Rev. Msgr. Charles J. Plauche, J.C.L., chancellor of the Archdiocese of New Orleans. Monsignor Plauche said bread was mentioned 307 different times in the Bible, and stressed that the baker has a high responsibility in dealing with something which is necessary for the preservation of the human race.

In his presidential address, Mr. Maggio emphasized the need for trade associations in such disturbed times as the present, so that the industry may be organized to meet any emergency. He urged Tri-State members to endeavor to get one new member so that the industry in the three states may have a strong, representative organization. He closed with a reminder on the need for bread promotion, bringing out that volume increase has not kept pace with population increase. "Bread is still the best buy in the competitive food market but the housewife has to be told. The future of that market depends upon us. Promotion work is vital."

N. F. DeSalvo, president of the retail division of Tri-State, brought out how the Tri-State organization had proved very helpful in propagandizing the Associated Retail Bakers of America convention coming to New Orleans in March, but especially in getting bakers in the three states active for promotion of National Retail Bakers Week. Mr. DeSalvo operates a bakery at Harvey, La., and is general ARBA convention chairman.

Howard O. Hunter, president of the American Institute of Baking, Chicago, introduced Dr. Jolliffe, key speaker at the Monday forenoon session.

Robert L. Simon, Marathon Corp., Dallas, president of the Allied Trades of Tri-State, extended an invitation to all delegates and their wives to the afternoon and evening party to be offered by his group, and voiced gratefulness for cooperation given him during his term in office. LeRoy Plount, Anheuser-Busch, Inc., New Orleans, was in charge of assembly room arrangements.

The allied party, always a highlight of the Tri-State convention, equalled previous years. There was a golf tournament at the Lakewood Country Club with prizes for baken and allied men, under the chairmanship of Frank J. LaNasa, and the cochairmanship of Maurice Brooks, both of Standard Brands. Inc Mrs. Robert Simon, Mrs. Christy J. Smith. Mrs. Walter M. Harrell and Mrs. Milton J. Meyer, co-chairladies, handled card games and bingo games for the many visiting ladies Carol DeGeorge, chairman, and Mr. Blount, co-chairman, were in chagre of the baseball game for men. Bruce Waldo of Marathon, and R. Gordon Tong, Bakers Service, Inc., directed the horseshoe pitching contest.

Election of officers for the Allied Trades of Tri-State, at the country club resulted in the following choices: Walter M. Harrell, Charles Dennery, Inc., president; Milton J. Meyer, Allied State Supply Co., vice president, and Frank J. LaNasa, Standard Brards Inc., secretary-treasurer. Executive board: Robert L. Simon, Marathon; Christy J. Smith, Wesson Oil & Snowdrift Sales Co; A. J. Palerma, John E. Koerner and Co.; P. L. Thomson, P. L. Thomson and Co., J. L. Barbier, Anheuser-Busch, Inc., Arthur A. Sauve, Graham & Sauve Co., and H. L. O'Bannon, Bakers Service, Inc. All are from New Orleans, except Mr. Simon, who now has headquarters at Dallas, Texas.

Following the election and brief meeting, the new president, Mr. Harrell, expressed gratefulness for confidence placed in him, and pledged his full cooperation with Tri-State at all times. Awards and presentations were made.

The second business session took place Jan. 29, with Harold Salmon Jr., presiding chairman. He is assistant sales manager of Holsum Bakeries, Inc., New Orleans. Frank LaNasa was in charge of assembly room arrangements. All participants were seated at tables, and coffee was served.

Harold Fiedler, secretary of the American Bakers Assn., Chicago, led the program with a discussion of forecasts for business in 1957, and some conflicting views, then turned to expected growth of this country during the current year. This posed the question: "Will the baking industry get its share of this business?" The answer, Mr. Fiedler said, depends on many factors, recalling that competition for bakers is not so much

(Continued on page 51)

Carolina Bakers Schedule Outing For Feb. 15-18

PINEHURST, N.C.-The sixth annual stag outing of the Bakers Association of the Carolinas will be held here at the Carolina Inn Feb. 15-18, according to an announcement by Louise Skillman, secretary.

The outing will start on Friday, Feb. 15, with registration and will conclude with a steak breakfast on Monday, Feb. 18. In between, there will be skeet shooting on Saturday afternoon and a golf tournament and bearing on the green Sunday. bowling on the green Sunday.

Presentation of trophies and awards will be made on Sunday night during a special outing dinner. There will be cocktails every evening at 6 and a midnight snack.

Minneapolis Production Men's Club Has Meeting

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MINNEAPOLIS-A question and answer program was the highlight of the January meeting of the North-western Production Men's Club at the Hasty Tasty Uptown Cafe, Minne-

Members of the panel, which answered the questions asked by club members, were Edward Duren, Duren's Plaza Bakery, St. Paul; Jerome Corrigan, National Tea Co., Hop-kins; William Fish, Home Bakery, Rochester; and Harry Bailey, Regan Bros. Co., Minneapolis. A. A. Peer, Bergy Materials Co., was the mod-erator for the evening.

Some of the questions answered by the panel and volunteers were "What is cream bread?," "Do we need fungal enzymes in today's flour?," "Can old pie crust dough be turned back to make new pie crust?" and "What is the average sales slip of a retail bakery?"

There were 75 club members in attendance at the meeting, which was called to order by John F. Schuster, Emrich Baking Co., Minneapolis, president. Among them were eight out-of-town members who were asked to stand and introduce themselves.

The next meeting of the club will be held Feb. 12 at the Hasty Tasty Uptown Cafe, Minneapolis, according to Marvin Swanson, Red Star Yeast & Products Co., St. Paul, program chairman.

BREAD IS THE STAFF OF LIFE-

Bread Process Using Grain Kernels Patented

WASHINGTON - A patent on a method of making bread from grain kernels has been granted to Nathan D. Mininberg, Stamford, Conn. The patent, No. 2,771,365, describes the process as follows:

A method of making bread from grain kernels, comprising selecting sliced and flattened kernel segments in which each of the latter is composed of several of the various por-tions of the grain kernels so that said segments will not be characterized by the physical characteristics of any single kernel portion, adding yeast to said segments in the ratio of approximately 6 parts of yeast to 100 parts of segments by weight, adding water to the yeast and mix-ing them to form a dough, and then initiating a baking operation before substantial fermentation of the yeast in said dough commences."



William T. Crosson

ASSISTANT MANAGER — William T. Crosson has been appointed assist-ant manager of Reynolds Metals Company's baking and milling market, according to an announcement from the packaging division of the aluminum firm's sales headquarters at Louisville, Ky. For the past three years he worked in packaging sales at the company's Los Angeles regional sales office. Mr. Crosson was senior packaging salesman in Los Angeles one year. Prior to joining Reynolds in 1954 he worked in the sales department of Standard Oil Co. of California. Mr. Crosson is a native of Minneapolis.

Milwaukee Retail Bakers **Install New Officers**

MILWAUKEE—The new officers of the Milwaukee Retail Bakers Assn. have been installed to serve for 1957. They were elected to their posts in December.

The new officers are Louis Yarne, president; Henry Willbrandt, vice president; Otto Ebeling, financial secretary; Joe Merlin, corresponding secretary, and Matt Schrode, treas-urer. The new trustees are Joseph Vann, three years, and John Sternig, two years. Mr. Yarne will appoint a trustee to fill the unexpired term of Mr. Schrode who vacated that position with his election as treasurer.

Members who will represent the association on the board of governors of the Wisconsin Bakers Assn. are Hugo Bomberg and James Grebz. By virtue of his election as president of the Milwaukee group, Mr. Yarne becomes second vice president of the state association.

BREAD IS THE STAFF OF LIF

RAISIN SHIPMENTS DOWN

FRESNO, CAL. - December shipments of raisins from California to the trade in the U.S. and Canada totaled 10,775 tons, down 2,733 tons totaled 10,775 tons, down 2,733 tons from the December, 1955, total. Bulk shipments for December totaled 4,878 tons, 1,617 tons less than the 1955 figure. Packaged raisins totaled 5,897 tons, down 1,116 tons from December, 1955. These figures were released by Gerald W. Jones, manager of the California Raisin Advisory Board, from statistics published by the Raisin Administrative lishd by the Raisin Administrative Committee. Total shipments, all pools, now stand at 92,416 tons season to date, or 10,120 tons less than the domestic and export shipment totals for the same period last sea-

Army Issues Revised Purchase Description for Bread, Rolls

WASHINGTON-The Army Quartermaster Corps has issued a revised purchase description for bread and rolls dated Oct. 30, 1956. This purchase description supersedes the one dated June 15, 1955.

The new purchase description will

be distributed to prospective bidders by Army installation when invitations for bids are distributed. Meanwhile, the American Bakers Assn. has furnished details of the new purchase description.

Several important formula changes from the earlier purchase description have been made as a result of Army surveys and recommendations of the QMC Baking Industry Advisory Committee on Bread.

The formula for white or enriched bread and rolls now calls for not less than 2 parts shortening, 6 parts dry milk, 5 parts sugar per hundred parts of flour. For whole wheat, part whole wheat, and raisin breads the milk requirement is reduced to 3%. No milk is required for rye bread.

Also the raisin requirement for raisin bread has been reduced from 70% to 50%, the same as required by the Federal Bread Standards.

The earlier purchase description, now superseded, called for 6 parts milk, 4 parts shortening, 5 parts sugar for all breads. The new purchase description, therefore, represents con-siderable improvement even though the milk requirement for white and enriched bread is continued in excess of the national average of 4%.

The Navy and Air Force will also use this new purchase description in their installations. Although these formulas are still temporary, they will eventually be made permanent specifications if no undue difficulty in experienced by the military in preis experienced by the military in pro-curing bread made according to these specifications. Purchasing officers usually are authorized to buy a bakers regular commercial bread which varies from the specifications, if they are not able to obtain bread made according to the purchase description formula.

A word of warning is given by the ABA to bakers serving military installations: Any baker bidding and accepting a contract based on the new purchase description should be certain that the bread he supplies meets the specifications. Failure to meet the contract specifications is a criminal offense, if wilful, and may be punished accordingly. Due to oversight or unfamiliarity with the specifications some bakers may in the past have accepted bids on the specifications and then furnished their regular commercial bread which may not have met the contract speci-fications. So know what the specifications call for when you bid and fill the contract accordingly, the ABA

Regular commercial packaging is acceptable as well a., usual commercial size loaves even though bids are on a pound basis. Local purchasing officers may not insist on other types of packaging or non-commercial size loaves, the ABA said.

STEIN HALL APPOINTMENT

NEW YORK—In conjunction with the growing demand for its industrial food products, Stein Hall & Co., Inc., has assigned Jack E. Bergwerk to the Industrial Foods Department where he will assist Gene Finnegar, manager. Operating from the New York office, Mr. Bergwerk will help to plan and coordinate the marketing, promotional and selling efforts for the company's ice cream and food stabilizers, mold and rope in-hibitor for baked goods, and other industrial food products.







James H. Zeilenga

NEW INTERSTATE MANAGERS-Angelo F. Pane has been named manager of the Omaha Interstate bakery, R. L. Nafziger, president of Inter-state Bakeries Corp., has announced. Mr. Pane succeeds James H. Zeilenga who has been manager of the Butternut plant for the past seven years and who has been manager of the Butternut plant for the past seven years and has been transferred to Cincinnati to take over the company's bread plant there. Mr. Pane has been with Interstate Bakerles Corp. since 1939, starting as a route salesman. He served as sales manager of the Omaha bakery for the past several years. Mr. Zeilenga also started as an Interstate route salesman. He served as sales manager of the large Chicago bakery for five years. He has served as plant manager of the Omaha Butternut bakery for the past seven years. Mr. Zeilenga succeeds Russell Wiedenman, who will be transferred to the Interstate general offices in Kanasa City. Mo. as governious ferred to the Interstate general offices in Kansas City, Mo., as operations

Formulas for Profit

Everybody Enjoys Quick Bread . . .

Ginger Bread Date Bread Tea Bread

Whole Wheat White

. . Whether It's Baked Plain or Fancy

WALNUT DATE BREAD

Cream together:

- 1 lb. granulated sugar
- 4 oz. shortening
- 2 oz. salt
- 2 oz. soda

Stir in:

- 1 pt. honey
- 1 pt. molasses

Add:

4 lb. milk

Add and mix well:

- 1 lb. corn meal
- 1 lb. whole wheat flour
- 8 oz. rye flour
- 3 lb. bread fleur

1 oz. baking powder

- Then add and mix in:
- 2 lb. chopped dates 2 lb. chopped walnuts

Note: This bread is baked in Boston Brown Bread tins and steamer. Scale 17 oz. per tin. The tins and covers should be greased. The steamer should be filled with water to the top of the inside bottom plate. Bake for two hours at about 380° F.

PRUNE QUICK BREAD

Blend together:

- 5 lb. bread flour
- 3 lb. graham flour
- 2 oz. soda 11/2 oz. salt
- ¼ oz. cinnamon

Add and mix in: 4 lb. 8 oz. molasses

6 lb. 12 oz. sour milk or buttermilk

Then add and mix in:

5 lb. pitted prunes Deposit into loaf cake pans of desired size and bake at 340 to

Note: Be sure to soak the prunes for about 10 to 15 min, and then drain thoroughly.

The amount of milk to use may have to be varied somewhat, depending upon the absorption of the flour.

WALNUT QUICK BREAD

Mix together:

- 12 oz. granulated sugar
- 12 oz. shortening
- % oz. salt
- 34 oz. soda Stir in:

1 pt. honey Then add:

4 lb. milk

Mix in:

1 lb. 4 oz. chopped walnuts 1 lb. 4 oz. chopped dates

Sift together and mix in:

- 4 lb. 8 oz. flour
- ½ oz. cream of tartar

Deposit into greased loaf cake pans and bake at about 360° F

BUTTERMILK WHOLE WHEAT BREAD (QUICK)

Mix together:

- 3 lb. granulated sugar 8 cz. shortening
- 4 oz. salt 4 oz. soda

1 qt. good molasses

Stir in: 10 lb. buttermilk

Add and mix in:

- 5 lb. whole wheat flour
- 5 lb. bread flour

Scale into tins of desired size.

Place in the oven as soon as possible. Bake at about 375°

After the loaves are baked, wash the top crust with melted butter or shortening.

Note: Raisins or nuts may be added to this mix, if desired.

WHOLE WHEAT PRUNE BREAD (QUICK)

Mix together:

- 4 lb. bread flour
- 4 lb. whole wheat flour
- 2 oz. soda
- 2 oz. salt

Add:

4 lb. 8 oz. good molasses

6 lb. 8 oz. sour or buttermilk

- Then add:
- 5 lb. pitted prunes (chopped)
- ¼ oz. cinnamon
- Scale into greased loaf cake pans and bake immediately at about

Note: Soak the pitted prunes in cold water for about 15 min. Drain thoroughly and chop into pieces of desired size. After baking, the loaves may be iced with a thin water icing, if desired.

ORANGE NUT BREAD

Sieve together:

- 3 lb. 12 oz. sugar
- 5 lb. 8 oz. flour
- 31/4 oz. baking powder
 - % oz. soda

11/2 oz. salt

- Add and mix in:
- 1 lb. 4 oz. chopped nuts 2 lb. seedless raisins
- 12 oz. ground orange rind

Then mix together thoroughly:

- 1 lb. whole eggs
- 2 lb. 12 oz. milk

2 lb. 12 oz. orange juice Add the flour and fruit mixture to this and then mix in 8 oz. melted shortening. Deposit into pans of desired size and bake at 350° F.

The baked bread should be stored overnight. When it is too fresh it cannot be cut into thin slices.

DATE AND NUT BREAD

Beat together:

- 2 lb. 4 oz. whole eggs
- 1 lb. 8 oz. sugar
- 2 oz. salt

Add gradually: 6 lb. milk

- Sift together and mix in:
- 9 lb. bread flour 1 oz. baking powder

1/2 oz. cinnamon

- Then mix in: 3 lb. chopped pitted dates
- 1 lb. chopped nuts

Scale into greased loaf cake pans. Bake at about 375° F.

Note: Steam in the oven is not necessary.

CHOCOLATE GINGER BREAD

Cream together:

- 1 lb. 8 oz. granulated sugar 1 lb. 4 oz. shortening
- ¾ oz. soda
- 1 oz. salt
- 1/2 oz. ginger
- 1/8 oz. cinnamon
- 1/8 oz. allspice

Add gradually: 1 lb. 8 oz. whole eggs

- Mix together and stir in:
- 1 lb. melted bitter chocolate

2 lb. molasses (high grade)

Sift together: 4 lb. cake flour

1% oz. baking powder

Add this alternately with: 3 lb. hot water

Bake in sheet pans (18x26 in.) at 360° F. After baking and when cool, ice with plain fondant icing. Cut into pieces of desired size.

BANANA NUT QUICK BREAD

- Cream together:
- 2 lb. sugar
- 1 lb. 8 oz. shortening
- 8 oz. butter
- 1¼ oz. salt

oz. soda Add:

3 lb. 4 oz. mashed bananas

Then add:

- 8 oz. whole eggs

Mix in:

- 14 oz. buttermilk
- Sift, add and mix in: 3 lb. 8 oz cake flour

Quick Breads

The retail baker is constantly being urged by industry experts to try for that fortunate combination of variety and quality. Too often, "something different" in the showcase turns out to be something that will not sell. It may sell the first time

on its variety and the fact that the item has not been offered before, but the second time the product must sell itself on remembered quality.

Quick breads such as those described this menth are among those specialty breads that the housewife looks for when she wants variety—either at meal time or for lunchbox sandwiches. From the baker's standpoint, quick breads lend themselves to attractive displays in the rear showcases, or a really outstanding window display can be developed using a variety of quick breads as the focal point of the display. Cards can list the benefits of the bread, often capitalizing on the unusual, distinctive-

Quick breads share the attraction for the baker of other specialty bread they are profitable. The labor cost in production is very little more than the standard types of breads, but their very unusualness permits a substantially higher selling price. Experience has also shown that greater bread sales bring a corresponding increase in the sales of other baked foods in the retail showcases.

Then mix in until smooth:

1 lb. chopped nuts

Deposit into loaf cake pans of desired size and bake at about 375° F.

GINGER BREAD (No. 2)

Cream together:

- 1 lb. 4 oz. granulated sugar
- 1 lb. 4 oz. shortening
- 2¼ oz. salt
- 4 oz. soda 21/2 oz. ginger
- 2½ oz. cinnamon
- 1/4 oz. cloves Add:
- 8 oz. whole eggs

Stir in: 2¼ qt. good molässes 5 lb. 8 oz. buttermilk

- Then add and mix in until smooth: 10 lb. bread flour
- This formula will make two bun
- pans 18x26x3 in.
- Bake at about 380° F. When baked and cool, slice into pieces of desired size.
- Note: Be sure to use bun pans that have sides 3 in. high.

CHOCOLATE TEA BREAD

- Cream together:
- 2 lb. 12 oz. brown sugar
- 8 oz. butter 8 oz. shortening
- 3 oz. salt
- Add gradually:
- 13 oz. whole eggs Stir in thoroughly: 1 lb. melted bitter chocolate

- Sift together: 5 lb. 8 oz. cake flour
- 3 oz. baking powder
- Add this alternately with: 5 lb.milk. Bake in greased loaf cake pans at

about 350° F.

- WALNUT BREAD
- Cream together:
- 2 lb. granulated sugar
- 12 oz. shortening
- ½ oz. salt 1 oz. soda
- Add gradually:
- 1 lb. whole eggs
- Stir in:
- 4 lb. 8 oz. milk Sift together and mix in until
- smooth: 4 lb. cake flour
- 1½ oz. cream of tartar Then mix in:

1 lb. 8 oz. chopped walnuts Bake at 380° F. in loaf cake pans PEANUT BUTTER QUICK BREAD

- Sift together: 2 lb. 8 oz. bread flour
- 1 oz. baking powder
- 34 oz. salt
- 1 lb. sugar 8 oz. milk solids (non-fat)

Mix in:

- 1 lb. 2 oz. peanut butter
- 2 lb. 12 oz. water Then add and mix in until smooth
- 1 lb. 4 oz. chopped dates 4 oz. diced citron Deposit into pans of desired size
- and bake at about 360° F.

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CORN BREAD (No. 1)

Bring to a boil:

lb. milk

Add and stir in:
1 lb. 12 oz. white corn meal

Allow to cool. Then add and mix in:

4 oz. brown sugar

2 oz. salt

4 oz. shortening

4 oz. eggs Add and stir in:

2 lb. 8 oz. milk

Sift together, add and mix in until smooth:

3 lb. 2 oz. flour

2 oz. baking powder Place in an 18x26 in. bun pan and bake at about 400° F. Cut into desired size

Note: More sugar may be used if

CORN BREAD (No. 2)

4 lb. 8 oz. flour 7½ oz. baking powder

2½ oz. salt

1 lb. 12 oz. sugar 7 lb. 8 oz. corn meal

3 lb. 12 oz. eggs

9 oz. milk 3 lb. 4 oz. melted shortening

Sift the flour, baking powder, salt and sugar together. Add the corn meal. Mix together the eggs and milk. Add the flour mixture and mix slightly. Then incorporate the melted short-ening thoroughly. Deposit into 18x26 in. bun pans having 2 in. high sides. Bake at about 380 to 400° F. When baked and cool, cut into pieces of

CORN BREAD (No. 3)

10 lb. white corn meal

10 lb. hot water 6 lb. cold water

1 lb. 12 oz. shortening

1 lb. 8 oz. eggs 1 lb. milk solids (non-fat)

3 oz. salt

5 oz. baking powder

Place the corn meal in the mixer. Begin mixing and add the hot water and shortening. Mix until smooth.
Allow to cool. Then add the milk solids, cold water, salt, eggs and baking powder. Mix to a medium soft batter. Deposit into 18x26 in. bun pans and bake at about 380 to 400° F. When baked and cool cut into pieces of desired size.

BANANA BRAN BREAD

Mix together:

2 lb. 8 oz. granulated sugar

1 lb. 4 oz. shortening

1 oz. salt

¾ oz. soda

1 lb. 4 oz. bran 3 oz. baking powder 4 lb. 8 oz. cake flour

Place in a cake machine and break up until smooth:

8 lb. ripe bananas

Stir in: 1 lb. whole eggs

Then add the above mixture and mix until smooth.

Deposit into greased loaf cake pans of desired size.

Bake at 350 to 360° F.

ORANGE QUICK BREAD

Sift together:

1 lb. 8 oz. sugar 1 oz. salt

214 oz. baking powder

4 lb. 12 oz. bread flour 6 oz. milk solids (non-fat)

3 lb. water

Add and mix in: 12 oz. whole eggs

Stir in:

12 oz. melted shortening

Then add and mix in until smooth:

1 lb. 4 oz. candied orange peel

Deposit into pans of desired size.

Sift together:

3 lb. bread flour

Add:

7 oz. whole eggs

Then add and mix in:

Deposit into pans of desired size and bake at about 360° F.

cut into halves or quarters before soaking. Do not drain.

GINGER BREAD (No. 1)

1 lb. 8 oz. high grade molasses 1 lb. 8 oz. honey

1 qt. water

Sift together four times and add:

1½ oz. ginger

This dough is quite soft and should be given a good beating after the flour is added. Scale into 18x26 in. bun pan at 7½ lb.

cool, cut into pieces of desired size.

HONEY RAISIN BREAD

Mix together: 2 lb. granulated sugar ½ lb. butter

3 oz. soda

Add gradually:

Then place a number of orange peel strips on top of the batter. Bake at about 360° F.

Stir in:

2 lb. 4 oz. apricots which have been soaked in 3½ lb. water

Note: Wash the apricots and then

Formula and mixing method.

Scale into a mixing bowl and

cream up light:
1 lb. 8 oz. granulated sugar
12 oz. shortening

2 oz. bicarbonate of soda (dis-solve the soda in the water thoroughly before adding)

3 lb. 8 oz. flour

1 oz. salt

% oz. cinnamon

If desired, a few raisins or chopped nuts may be added to this mix. When

1 oz. salt

APRICOT QUICK BREAD

4 oz. milk solids (non-fat) 2¼ oz. baking powder

1 oz. salt 1 lb. 2 oz. sugar

½ oz. soda

2 lb. water

8 oz. melted shortening

Add and mix in until smooth: 4 oz. chopped nuts

Add gradually:

Stir in slowly:

Bake at about 360° F.

½ lb. corn syrup ½ lb. honey



A. J. Vander Voort

Stir in: 8 oz. whole eggs Then add:

4 lb. milk Vanilla to suit

Sift together and mix in:

5 lb. cake flour 2 lb. 8 oz. medium rye flour

Then mix in: 2 lb. seedless raisins Scale into paper-lined loaf cake pans andl sprinkle sliced almonds on top. Bake at about 350° F., using

a little steam in the oven if possible.

SOUR MILK GINGER BREAD

Cream together: 1 lb. 12 oz. granulated sugar 14 oz. shortening

Add gradually: 12 oz. whole eggs

Stir in: 2 lb. 12 oz. molasses

Mix together thoroughly and add: 3 lb. 8 oz. cake flour

1 oz. soda 114 oz. salt ½ oz. cinnamon

¾ oz. ginger Then add and mix in until smooth: 2 lb. 12 oz. sour milk

Deposit into pans of desired size and bake at about 360° F.

ALMOND QUICK BREAD

34 oz. salt

Sift together: 2 lb. 8 oz. bread flour 2 oz. baking powder

1 lb. 12 oz. granulated sugar

Stir in: 2 lb. 4 oz. coarse whole wheat flour

8 oz. whole eggs

Add: 4 lb. 4 oz. milk Mix in:



neapolis.

A. J. Vander Voort

... technical editor, author of this

monthly formula feature and con-

ductor of the Bake Shop Trouble

Shooter (see page 43) and the Do

You Know feature (see page 22),

is head of the School of Baking,

Dunwoody Industrial Institute, Min-

Then add: 8 oz. melted shortening

Add and mix in until smooth: 1 lb. 8 oz. chopped a'mondo Bake in loaf cakes at about 360° Baking time approximately 45 min for 1 lb. loaves.

Add:

Mix together and add:

1 lb. 8 oz. granulated sugar

1 lb. 8 oz. brown sugar

Deposit in pans of desired size and bake at about 350° F.

Note: Some variation may have to be made in the amount of milk used, due to variation in absorption by the

BOSTON BROWN BREAD

2 lb. granulated sugar

3 pt. molasses

thoroughly:

3 lb. bread flour 3 lb. seedless raisins When mixed smooth, scale 17 oz.

Sales Manager Shifted SAN FRANCISCO—John Mydske, Jr., has been transferred to the Southern California area for the Pacific Waxed Paper Co., subsidiary of the Pollock Paper Corp., according to an announcement by Robert P. Engle, general sales manager of the organization. In his new location,

when he was named a sales repre-sentative. He was appointed assistant sales manager in 1950 headquartering

WHOLE WHEAT NUT BREAD

Mix together: 2 lb. 8 oz. bread flour

1 oz. salt 1 oz. baking powder

3 lb. 8 oz. whole wheat flour 1 lb. chopped walnuts

6 lb. buttermilk

Then add: 1 oz. soda dissolved in

8 oz. water

Mix together:

8 oz. shortening 4 oz. salt 4 oz. soda

Add:

Then add, after mixing together

2 lb. cake crumbs

4 oz. yeast 8 lb. 8 oz. water Then add, well mixed:

2 lb. corn meal 2 lb. whole wheat flour 1 lb. rye flour

into prepared tins. Bake in a steamer for about two hours at 380° F.

in Seattle, Wash.
Pollock Paper Corp. and Pacific
Waxed Paper Co. are owned by St. Regis Paper Co.

the organization. In his new location, Mr. Mydske will direct sales activities in southern California and the Hawaiian Islands for all products manufactured by Pollock and Pacific Waxed Paper including waxed wrappers for the baking industry.

Mr. Mydske has been associated with Pacific Waxed Paper since 1945. He served as sales correspondent in charge of sales and service until 1947. charge of sales and service until 1947





Illinois Bakers Assn. Observes 50th Anniversary

DECATUR, ILL.—Approximately 231 persons attended the golden anniversary convention of the Illinois Bakers Assn. at Decatur, the birthplace of the organization.

The affair, which was held Jan. 12-14 at the Hotel Orlando, got under way with a cocktail party and dinner-dance. The general session was held Sunday afternoon Jan. 13.

The speakers included Dudley E. McFadden, director of public relations, Bakers of America Program, Chicago; Lowell D. Oranger, superintendent, division of foods, dairies and standards, Illinois Department of Agriculture, Springfield; and John A. O'Leary, counsel, Chicago Bakery Employers.

Mr. McFadden discussed the Bakers of America Program and how local bakers can take advantage of it. Mr. Oranger explained what his department does to see that food products meet requirements of purity, preparation and labeling. Mr. O'Leary related what has been happening in the field of labor relations.

Past presidents and old timers in the organization were honored during the president's banquet Saturday evening. Robert D. Bills, Jr., O'Connor-Bills Co., Mattoon, president, IBA, was in charge. The past presidents honored were Adolph Benz, Peoria, 1923; George W. Johnson, Danville, 1928; Robert D. Bills, Sr., Mattoon, 1937-38; Paul W. Zickgraff, Peoria, 1939-40; Walter H. Kurth, Minier, 1941-42; Harvey J. Brouillette, Champaign, 1948-50; and Fred Stella, Danville, 1950-52. The old timers honored were Henry Hummel, Rob-Mr. and Mrs. Charles A. Ey, Mt. Pulaski; Marion Heifner, Mt. Vernon; George Mariner, Joliet; Louis E. Caster, Rockford. Also honored were George Chussler, Chicago, and Wilmoth C. Mack, Washington, past secretaries. Each member of the group was presented with a gold medallion, on behalf of IBA by

A. R. Fleischmann, vice president, Standard Brands, Inc.

The banquet speaker was E. K. Scheiter, executive vice president, A. E. Staley Manufacturing Co., Decatur. Mr. Scheiter discussed the future of the grain and oil markets. The Staley plant was visited Monday morning, Jan. 14.

The wholesale session Monday

The wholesale session Monday afternoon concluded the convention. Martin Larkin, Jr., Larkin's Home Bakery, Pekin, spoke on the activities of the American Retail Bakers Assn. Charles Regan, Sr., Interstate Bakeries Corp., Chicago, discussed safety for all areas of the baking business. Jack Lewis, Bunny Bread Co., Anna, spoke on the over-all operation of a bakery and made suggestions for efficient operation.

12% of Food Budget Goes for Cereals, Baked Foods, USDA Reports

WASHINGTON — About 12% of the average family budget for food for home use is spent for cereals and bakery products. This is according to a survey carried out in 1955 by the U.S. Department of Agriculture.

Fifteen percent of the food budget in the average family goes for all dairy products, excluding butter," a report of the survey says. About 25% of the total food expenditure is used for meats and 11% for vegetables

About 8% is spent for poultry and eggs, another 8% for fruits. Fats and oils, including butter, take about 5% of the food budget, and only 3% goes for sugars and sweets.

Two agencies of the USDA—the Agricultural Research Service and the Agricultural Marketing Service—cooperated in gathering the data which gave rise to these estimates. The large volume of statistics gathered is still be ing compiled and analyzed. When the job is complete, it is expected that this survey will give the best picture so far available of the dietary habits of American families, their differences by regions, income levels, and the size of community in which they live.



GOLDEN ANNIVERSARY—This is the anniversary cake that was served during the golden anniversary convention of the Illinois Bakers Assn. at Decatur, Jan. 12-14. The above cake was baked by Adolph Benz, specialty baker, Peoria, Ill., and past president of the IBA. The group pictured includes, left to right, Mr. Benz; Larry Trempel, Sr., bakery technical division, A. E. Staley Manufacturing Co., Decatur; Robert D. Bills, Jr., O'Connor-Bills Co., Mattoon, Ill., president, IBA; M. B. McClelland, Decatur, secretary, IBA.



WISCONSIN CLUB MEETS—Members of the Wisconsin Bakers Production Club termed the number of persons in the accompanying picture "smal!" due to inclement weather when they met during the recent holidays, which only proves that they get a good turnout rain or shine.

Wisconsin Bakers Discuss Problems Of Scales, Mixing

MILWAUKEE — Members of the Wisconsin Bakers Production Club got down to a discussion of some basic trade problems at their January meeting, including remedies for clasping of side walls, accuracy of flour scales and better pan care.

At one point members talked about hard rolls, and a suggestion was made that they be run on an automatic divider and panner, and that an increase of time up to 12 minutes for mixing might be necessary. The discussion then moved to the problem of side walls clasping on straight dough bread.

Among remedies suggested were an increase in the yeast food, less shortening and the number of punches used.

Checking scales systematically was discussed, after a warning was issued that considerable loss can occur if flour scales are not checked once a week, first with standard weights and then rechecked by reweighing of the flour. It was suggested that the foregoing method could be done by drawing a given amount of flour in the flour scale and then running it through the mixer via a chute to a floor scale. Finally, it was deemed advisable to check the scales at different weights, insofar as a scale may be accurate at 100 lb. and inaccurate at 150.

Among other subjects discussed were the number of cripples which go through automatic equipment, the use of teflon rollers and slicing blade sharpeners.

As new members, the club welcomed Pete Ivanoski, Kappus Bak-

"DON'T GO 'ROUND HUNGRY"

CHARLOTTE, N.C.—A Charlotte bakery, Lance, Inc., won second prize recently for its float entered in the annual Carolinas Carousel parade. The float was designed by Al Bechtold, director of personnel and public relations, and was tied in with the bakery's advertising program. The advertising program is titled "Don't Go 'Round Hungry."

ery, Racine, and Roman Seitz, Curdolac Foods, Waukesha. As guests, members had Jack Welsh, Milwaukee, Clarence Ferrell, Minneapolis, and Charles Post,-Appleton, Wis.

BREAD IS THE STAFF OF LIFE

Summary Available

LOS ANGELES—A summary of effective public relations for retail bakers has been published in a recent issue of the Westco Bakery Business Letter. Copies of the letter are available on request from the company, Westco Products, 1654 Long Beach Ave., Los Angeles 21, Cal.

BREAD IS THE STAFF OF LIF

Merchants Biscuit Fills O. B. Skadland Vacancy

OMAHA, NEB.—W. P. Nolan, formerly executive vice president of the Merchants Biscuit Co., has been elected president to succeed the late O. B. Skadland.

The firm is a division of the United Biscuit Company of America, of which K. F. MacLellan is president.

Mr. Nolan, a native of Omaha, has been associated with the biscuit industry for 35 years. He began as a student chemist with the former Iten Biscuit Co. in Omaha and joined Merchants as general superintendent when it was organized in 1941.

Mr. Skadland, 56, was originally from Clear Lake, Iowa. He joined the Manchester Biscuit Co. at Fargo, N.D., and in 1936 was named its president. Mr. Skadland assumed the presidency of Merchants Biscuit Ca. in 1956. He is survived by his wife and a daughter.

Merchants has named E. J. Karnes, vice president in charge of sales, to the position of executive vice president.

BROKER NAMED

CHICAGO—The Kitchens of San Lee has appointed Pict Sweet-Swanson Sales Co., Los Angeles, as its broker for Southern California. The announcement was made by Charles W. Lubin, president of the Chicago bakery.

According to Mr. Lubin, Pict Sweet-Swanson was selected because of its experience in the frozen foot field.

Pict Sweet-Swanson Sales will provide service for all Sara Lecustomers from Santa Barbara south to the Mexican border.

SPRING WHEAT FLOURS

RED WING SPECIAL **BIXOTA** CREAM of WEST PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO. RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water. Flour Tested and Baked in Our Own Laboratory.

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO. ABILENE, KANSAS

Capacity 3,700 Cwts. Daily

Grain Storage 2,250,000 Bus.

All Grades

RYE FLOUR

1000 cwts. Flour-250 cwts. Meal

GLOBE MILLING COMPANY

WATERTOWN, WISCONSIN

Be Proud of Your Job. as We Are of Ours, for

"Bread is the Staff of Life"



GIBRALTAR

Flour

KANSAS BEST

Flour

The Consolidated Flour Mills Co.

"In the Heart of Kansas" Wichita, Kansas

SPRING MAIDE

An outstanding value where an intermediate patent fits the picture



To-Day's MODERN BULK FLOUR MILL



WESTERN STAR'S BULK FLOUR PLANT

THE PROCESS OF CONVERTING THE MILLING INDUSTRY FROM SACKED TO BULK REQUIRES MODERN BULK FLOUR STORAGE AND HANDLING FACILITIES TO REPLACE THE OLD SACKED STORAGE WAREHOUSES.

The WESTERN STAR MILL CO. SALINA, KANSAS

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DO YOU KNOW .

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 40 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

 For ordinary types of bread the proofbox should be from 95 to 98°F., and the relative humidity should be 60 to 65%.

2. Placing freshly baked bread in

a cold, drafty room will often cause the crust to check or crack.

3. The fermentation loss in a controlled fermentation room should be about $1\frac{1}{2}$ %.

 Sweetened, condensed skim milk is composed of 43% sugar, 29% water and 28% milk solids (non-fat).

The addition of a little marshmallow to meringue made from egg whites will give the meringue a firmer body.

Salt rising bread is compact and small in volume. The volume may be increased by adding regular yeast to the dough.

The addition of gelatine to a doughnut glaze will decrease stickiness.

8. The caving-in, or pulling away from the sides, of bread is generally due to pans spaced too far apart.

Mineral oil is not suitable for greasing dough troughs as it turns rancid within a short time.

10. Bread made from doughs high in milk solids should be baked in a cooler oven than bread made from doughs with a low milk solid content.

11. For best results when making bread using two types of flour, the stronger flour should be used in the sponge and the softer one in the topping or doughing-up stage.

 Puff paste products should be baked on pans that have been dampened with water to obtain the best results.

13. In a straight dough, if cane or beet sugar is replaced by corn sugar (dextrose), it is necessary to increase the fermentation time about 10%.

14. It is an excellent procedure when making bread doughs to dissolve the yeast with the malt in the water before adding it to the other ingredients.

15. To prevent hollow or low centers on streusel coffee cakes, they should be turned over on cloth-covered screens as soon as they are removed from the oven and allowed to cool.

16. In making bread doughs, it is poor practice to add the milk solids with the flour after all of the liquid has been added.

17. When increasing the sugar content in a cake doughnut formula, in order not to increase the fat absorption the shortening content should also be increased.

18. To make a flaky pie crust the flour and shortening should be rubbed together thoroughly before the water is added.

19. A temperature of 82-88°F. and a relative humidity of about 65% are desirable for giving pieces of bread dough intermediate or overhead proof.

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20. When making refrigerated rolls and coffee cakes, the refrigerator temperature should be 45-48°F.

OVEN-FINISHED CAKES

PITTSBURGH, PA.—"Oven-Finished Cakes" was the subject of a talk given by G. R. Pankey, bakery service department of Armour & Co., to members of the Greater Pittsburgh Production Men's club at the club's recent meeting. Mr. Pankey displayed a number of cakes which he offered for sampling during his talk. Roy Albert, Armour & Co., program chairman, introduced the speaker. The meeting was presided over by Paul Hornung, Hornung Bakery, Steuberville, Ohio. Attendance was approximately 100. Mel Herder, also of Armour & Co., explained a film, "Foods, Fats and Fryers." As part of the meeting, Jack Williamson, Duquesne Baking Co., retiring club president, was presented a certificate of merit and a miniature tool kit.

ACME - GOLD DRIFT

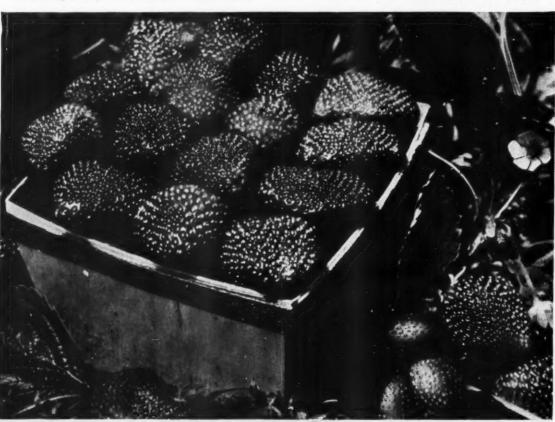
Better Bakery Flours

These Brands Meet Every Shop Need
The ACME FLOUR MILLS CO.
Oklahoma City, Okla.

for ALL your flour...

SPRING .. HARD WINTER .. SOFT WHEAT

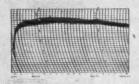
THE BEARDSTOWN MILLS
COMPANY
BEARDSTOWN, ILLINOIS



Strawberries and Cream . . . um um! And if you've never tried it, get the surprise of your life by learning how bread and butter brings out the flavor of ripe, rich berries.

In the same way Wytase in bread brings out the flavor of other foods—blends with delicate flavors...that's why millions of people prefer bread made this way. Because Wytase increases mixing tolerance it enables you to catch the doughs at their peak of fine flavor.

FLAVORFUL WHITE BREAD



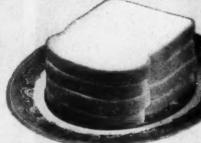
WYTASE EXTENDS MIXING TOLERANCE

Farinograph charts in full size showing Wytase mixing tolerance are available.

made with



WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

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Ringing the Baker's Doorbell

National Rolls, Inc., Rushville, Ind., has been granted a \$100,000 loan from the Small Business Administration for expansion of facilities, including installation of equipment, and for increasing transportation and delivery of its products.

The Tastee Bakery, Appleton, Wis., recently sustained building damages of more than \$5,000 as the result of a fire, as well as about \$2,000 damage to oven controls and other equipment and merchandise.

The Cookies Corp. of the Southwest, Inc., Longview, Texas, is now in production on a limited scale. The new firm had hoped to have 40 varieties of cookies in production by the first of 1957.

Fire which may have started in a doughnut frying vat damaged the third floor of the J. F. Renz & Sons Bakery at Lima, Ohio.

George Schmidt, owner and operator of Nellie's Pastry Shop, Sebewaing, Mich., 10 years, has retired after 52 years in the bakery business.

William Blake of Blake Pastries, Mansfield, Ohio, has opened a store in the West Park Shopping Center, Mansfield. Robert Fry is manager.

Raymond T. Fiske has purchased a controlling interest in the Veeder-Baker, Inc., owner of the Electrik-Maid Bake Shops, a chain in Schenectady, N.Y. Mrs. Blanche Baker, who founded the firm in 1924, remains with the new organization as consultant. Mr. Fiske was formerly assistant sales manager of the Russell-Miller Milling Co., Buffalo.

Smitty's Pastry Shop, Fairbury, Neb., was damaged by fire recently, with the loss estimated at more than \$25,000.

Mr. and Mrs. Earl Bukowski have taken over ownership of the Sauk Bapids, Minn., bakery formerly owned by the Mr. Bukowski has been with the former owners 20 years.

Van's Bakery, Ltd., 611 Third Ave. W., Prince Rupert, B.C., Canada, has been incorporated and capitalized at \$25,000.

A business name has been filed in the Erle County, N.Y., clerk's office for the Atlas Oriental Pastry Shop, 49 Elm St., Buffalo, by Demetrios Panayiotis.

Gamer's Bakery at North Bend, Ore, has been purchased by George E. Hoover, North Bend, and Michael and Fred Beck, owners of Beck's Morning Fresh Bakeries at Boise, Idaho, and at Medford, Ore. The bakery was

Michigan Soft Wheat Flours
Plain or Self Rising
VOIGT MILLING CO.
GRAND RAPIDS, MICHIGAN

bought from George Schotte and Carl Rowan, **Butte**, **Mont**. Mr. Hoover, manager of Gamer's for the last five years, will continue to act in that capacity.

The DeLuxe Bakery, Zumbrota, Minn., was to have changed ownership Jan. 1. The plans were for Mr.

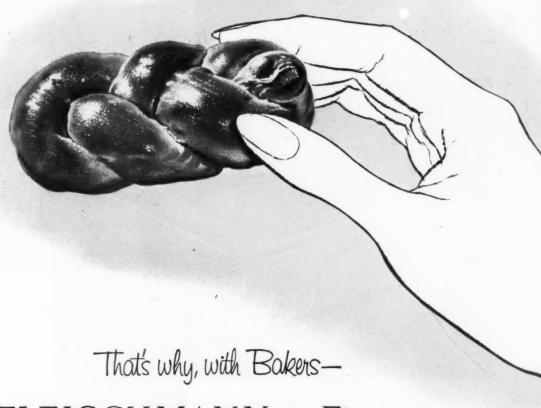
and Mrs. Phil Oelschlager to sell the business to Mr. and Mrs. Arden Sikkink of **Preston.**

Van Hoeter's Finer Pastries Co., Seattle, Wash., has moved into remodeled and expanded quarters at 1165 Harrison St. A second story was added to the original bakery and the entire structure was completely remodeled and a loading area for trucks built.

Stan's Bakery at Tremonton, Utah, owned and operated by Stan Bowcutt, has been moved to a larger building on Main St.

Mr. and Mrs. Nathan Marcus. owners of the Famous Delicatessen, Raleigh, N.C., have purchased the bakery at 109 S. Wilmington St., formerly owned by the Royal Baking Co., and at one time known as Powers Baking Co. Plans are for the

Fine soft rolls start with fresh yeast



FLEISCHMANN is First

FRESH YEAST is essential to the production of a fine product . . . and Fleischmann's seven strategically located plants assure Bakers "plantfresh" delivery—every time. Helps build your reputation with every item you sell.





Fleischmann man about the additional benefits you can get—in Merchandising aid and Production help

new owners to specialize in cakes for parties and wedding receptions. Capitalization was reported at \$50,000 capital stock and \$300 subscribed stock. Incorporators were recorded as Nathan and Barbara Marcus and Oscar Legum, all of Raleigh.

Bell Bakeries has opened a dis-tribution plant at 2902 S. Church St., Rocky Mount, N.C., under the supervision of Bob Rollins.

The Clegg Bakery, Greensboro, N.C., has been purchased by the Bamby Bakers. Clegg Bakery em-ploys about 75 people and operates 16 routes. Walter Clegg is expected to remain as vice president in charge production, according to A. Peeler, Jr., president of Bamby Bakers, Inc. James Burcaw, sales supervisor for Quality Bakers of America for five years, will be vice president in charge of sales. Mr. Peeler will be president.

Jerry Inhofer has reopened his bakery and lunch counter at Bridgewater, S.D., after completion of a remodeling job.

The Strand Baking Co., 2007 Atwood Ave., Madison, Wis., has been

sold to Richard and Robert Bowen, owners of the Mrs. Bowen's Bakery, 2100 E. Washington Ave., Madison. The Strand was operated for many years by Olaf Strand, and later by his son, Reidar.

The Sunrise Bakery has been opened at McGregor, Iowa, and will be operated by Niles Kapinus.

S. S. Moore, Division 1 sales man-ager of Bost Bakery, Shelby, N.C., recently received a 35-year service pin from L. C. Bost, president of the company. J. G. Jones was given a 25-year pin and Glenn Keaton and M. D. Moore 20-year pins. Lena Du mas, Pauline Schwren and Pini Woody were given 15-year pins.

An Egekvist Bake Shop will be established in the Village Shopping Center, Bloomington, Minn., according to James Hall, Egekvist Bak eries, Inc., Minneapolis.

The North Branch, Minn., Baker, was recently remodeled, according to R. G. Stephens, the owner

The Las Olas Bakery has been opened in the new Oceanside Shopping Center at Pompano Beach, Fla

Ann's Donut Shop has been opene at 2743 Estero Blvd., Fort Myen Fla. It will be operated and owner by Ann and Lee Warnke.

At St. Petersburg, Fla., Paul Benoit has been named sales manager for the Sarasota, St. Petersburg Bradenton area, which is served by Bell Bakeries. Mr. Benoit has been with Bell in that area since 1945.

"Mr. Donut" is the name of a new shop opened in Miami, Fla., featuring 66 varieties of doughnuts.

Papers of incorporation have been filed for Glaser's Bakery, 708 Min-nesota Bldg., **St. Paul, Minn.**, by Theresa and Theodore W. Glaser and John Raymond, all of St. Paul.

Bill Davison has announced the opening of a Creston, Iowa, brand of his Greenfield, Iowa, bakery. Mr Davison also operates a simila branch bakery at Stuart, Iowa.

A new bakery is under construction on Peach Orchard Rd., Augusta Ga., and is expected to be completed by March 1. The plant will be owned and operated by two brothers, James L. and William Bolton, under the name of Meadow Brook Bakery.

Priest's Bakery at Bradenton, Fla. has opened a new outlet at the West Gate Shopping Center in Bradenton Mrs. Edith Marsh is in charge (the West Gate shop, which is serv iced from the main bakery.

Marvin Coulter, formerly the bake at Julian's Pastry Shop in Pipestone Minn., has leased the Cliff Garret shop at Lake Benton, Minn.

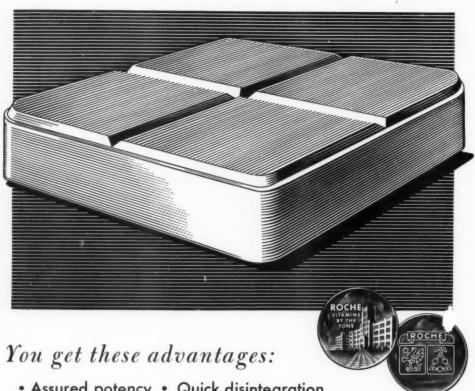
Jacob Heil has been appointed as sistant manager of the Pan-O-Gold Baking Co., Pipestone, Minn., accord ing to an announcement by H. I Alton, Jr., manager.

Mrs. Charlotte Dolick, 102 Mu Mrs. Charlotte Dolick, 102 Muberry St., Coshocton, Ohlo, halopened a bakery at her residence to be known as the Dolick Baker, Mrs. Dolick was formerly employed at a local doughnut shop.

The Alpha Beta Food Markets Inc., Los Angeles retail food chai has purchased the Olson Baking Co also of Los Angeles. The new fir will be known as the Alpha Bel Baking Co. Fred G. Olson, form owner, will remain as the plant may ager and as a vice president of Alph

RUNCIMAN MILLING CO. MANUFACTURERS OF FINEST MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

Specify SQUARE wafers for the enrichment of white bread and rolls with vitamins and iron.



- Assured potency
 Quick disintegration
- Super-thorough diffusion
 Finer, more buoyant particles
- · Clean, even break into halves and quarters
- Two types to enrich any white bread or rolls

TYPE A-For use with doughs containing 3% or more non-fat milk solids. TYPE B- For use with doughs containing less than 3% non-fat milk solids.

Can also be supplied with added vitamin D,

Order Square wafers today from your yeast company salesman.

Vitamin Division • HOFFMANN-LA ROCHE INC. • Nutley 10, N. J.

"Yes Sir!...I grow

some of the finest wheat in America!"



Carl Amstrup, Assistant Director of the Agricultural Department, goes over a test plot of wheat with "Mr. American Farmer." "Mr. American Farmer" was selected to represent all the farmers throughout the country who help start the process of "From Field to Flour."

"Yes Sir!" "Mr. American Farmer" come along on a tour and follow your grain, see the care the King Midas People take as they speed it on its way to the completed product.

King Midas depends on quality—to do this we work closely with farmers, agricultural agents and 4-H groups.

It is our obligation at King Midas to buy the finest wheat obtainable. But, we do not stop here, we work constantly to improve the strain of wheat and determine methods to upgrade the quality.

King Midds FLOUR MILLS
MINNEAPOLIS MINNESOTA



Your
COMMUNITY CHEST
contribution
is serving every day
throughout 1957

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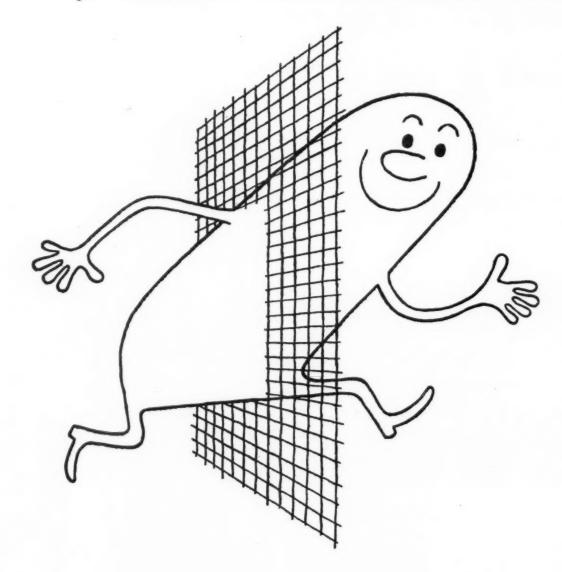
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TELOURS

We've passed the screen test



You may think that the sifting operation in a flour mill doesn't affect you. But it does.

Certain kinds of screens never have very accurate meshes to start with. They tend to clog. They wear unevenly. Result, something less than perfection through the several steps of grinding the grain to flour.

When we put stainless steel screens throughout the mill there was a noticeable improvement in the entire milling process. Faster. Less re-grinding. More uniform results.

Isn't uniformity what you want? Don't take less than you can get from Atkinson.

Everybody talks uniformity... ATKINSON delivers it





ATKINSON FLOUR FOR BAKERS ONLY ... MINNEAPOLIS



HY-KURE

HY-KURE is the modern, accurate method of supplying and dispensing chlorine dioxide for the more uniform treatment of flour.

Now with HY-KURE, flour maturing and bleaching are a "sure thing." Through exact control in every step of this process, you constantly secure the precise flour treatment you require.

Here's why . . .

You start with a standardized chlorine dioxide solution by simply dropping exclusive HY-KURE blockette... purified ClO₂ in frozen

form...into tap water in HY-KURE dispenser. Blockette easily dissolves to make pre-controlled solution... from accurate solution to accurate chlorine dioxide gas to accurate metering to the individual agitators. Simple and sure as that!

Eliminates difficulties with ClO₂ components, much safer to use, no waste labor time or effort. And HY-KURE eliminates the old gas gener-

ator. Immersing of blockette and setting of control valves are ALL your operator does. Simple, accurate HY-KURE dispenser does the rest.

"HY-KURE millers" reap important sales benefits by constantly providing their bakers with more uniformly treated flour. And HY-KURE can be installed in your plant without any interruption of your flour production.

Get the details now.

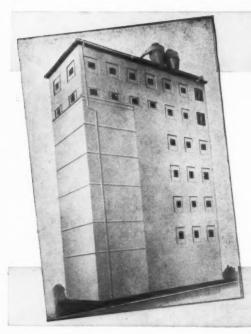


• See your technically-trained Sterwin Representative or write direct.

Sterwin Chemicals INC.
Subsidiary of Sterling Drug Inc.
Elever Service Division

IN CANADA: Chemicals of Canada Ltd Flour Service Division
1125 MERRIAM BLVD., KANSAS CITY, KANSAS
SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT

*Trademark-U. S. Patent No. 2,683,651. Other Patents Pending



TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO. SALINA, KANSAS

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES"

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend on LA GRANGE F L O U R S LA GRANGE MILLS

= RED WING, MINNESOTA

Centennial MILLS, INC.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENMIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

MEW SPOKANE MILL: ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE WENATCHEE - RITZVILLE - PORTLAND

J. F. IMBS MILLING CO. ST. LOUIS, MO. Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTS. SACKS

DAILT CATACITT 4,200 CW 15. SACI

POLAR BEAR FLOUR IS KING



Real savings in bread production costs must come from true flour quality. And for that type of increased baking efficiency, you can rely on the famous POLAR BEAR flour, dependable and full of good baking day after day.

FOUNDED BY ANDREW J. HUNT-1899

Peak Performance
BACKED BY
Superior Service



The colorado milling & Elevator company General Offices: denver, colorado

Hagerman Peak and Snowmass Lake... Colorado Rockies





The baker's order moves fastusually by phone-to the nearest Pillsbury District Office. Here the order is analyzed according to the baker's flour specifications. Then the order is forwarded to the nearest Pillsbury plant that mills the particular kind of wheat used in that flour. Pillsbury, with coast-to-coast milling facilities, gives the baker exactly the kind of flour he specifies . . . at the greatest savings to him. What's more, Pillsbury Bakery Flours uniformly meet these specifications, delivery after deliverythanks to the exacting tests of the Quality Control Department.



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Pillsbury pioneered in leasing airslide bulk-handling cars. To is important because it means the special car (loaded with 95,00 lbs. of flour) can be routed via any railroad line, anywhere in the country. This modern service is available on request to any baker with has the necessary flour storage facilities. Other methods of flow handling are continually under study at Pillsbury. And efficiency distribution is an everyday watchword. No matter where a baker located, he can get the flour that meets his exact specifications at the lowest possible cost . . . delivered via the route he requests.

IT COSTS ABOUT 1/3° A LOAF TO SHIP FLOUR 1000 MILES

Pillsbury's distribution efficiency helps bakers provide the nation's Best Buy in Food

Enriched bakery bread is one of today's greatest food bargains. One reason: Flour, the principal ingredient, is now milled and distributed more efficiently than ever before in history.

Shipping costs, nevertheless, are a major expense item . . . making the story of flour distribution important to every baker who competes for the housewife's dollar.

The story starts . . . as did civilization itself . . . with men working in a field of grain. The wheat moves along to market to the accompaniment of a train whistle cutting the quiet of the Western plain. The tempo quickens in the pounding rhythms of the flour mill . . . and then settles down to the steady clicking of the rails as the finished flour moves through the night to bake shops in every part of the land. At a cost of only ½ of a cent per one-pound loaf per 1000 miles!

* CALGARY

CANADA

MIDLAND

ASTORIA

MIDLAND

SPRINGFIELD

ATCHISON

LOUISVILLE

* ENID

Strategic location of the 11 Pillsbury Mills provides better flour blends and mixes at lower average cost to bakers in every part of the country. Some of these mills are near good sources of supply for choice hard wheat. Others are in the heart of the soft wheat country. The best flour blend for each bakery purpose is produced in the mill where the job can be done most efficiently . . . and the baker can get the variety he needs from one dependable source, produced to exact specifications.

From all parts of the U.S. orders flow smoothly into transportation offices in each Pillsbury Mill. They are processed and passed on to mill supervisors for production and loading. The bakers' wishes are followed as to delivering railroad line and the cars are sent on their way. Pillsbury recognizes the great importance of distribution today. It was the first mill to place a vice president in charge of transportation. This department has a noteworthy record of leadership in developing new ways to ship flour, improving handling methods and working out shipping practices and rates with railroads and the Interstate Commerce Commission.

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... your partner in building sales!
Pillsbury Mills, Inc., Minneapolis 2, Minnesota

Frozen Foods in Denver Sell on Self-Service Plan

An experiment with self-service retailing of sharp frozen baked foods is being carried out by Bender's Bakeries, operating a dozen stores in Denver.

The decision to promote sharp frozen baked goods on a self-service

basis was based on the growing popularity of frozen pies, cakes and bread, according to Bender's Bakeries officials.

In the last three stores opened, a "Selectaire" low temperature display refrigerator has been installed for this purpose. Provided with a sliding aluminum lid and maintaining temperatures at 0 to 10° above, the Selectaire cases offer a variety of sharp frozen items. The fastest movers are salt rising and salt-free bread, frozen pies, cream cakes, eclairs and cream puffs.

One of the advantages of the self-

service cases, in addition to expediting sales by letting customers serve themselves, is the ability to store orders which have been telephoned in ahead. The customer can come in and pick up his merchandise, refrigerated to the proper temperature, whereas in the past it was necessary for a salesperson to go to a refrigerator at the rear of the store to pick such orders.

Bender's Bakeries believe that the Denver public is now sold on the advantages of sharp frozen baked goods and that placing them entirely on self service was a "logical step."

OLD-FASHIONED SUCCESS STORY

LOUISVILLE, KY. — The old fashioned American success story was repeated here recently. Perry L. Murphy, 63, of Jeffersonville, was honored at a farewell dinner. Mr. Murphy retired Feb. 1 after 46 years with the American Bakeries Co.

It was always Mr. Murphy's proud privilege to explain that he broke into the business by taking care of the horses that pulled the company wagons back in 1908.

When he retired Feb. 1 Mr. Murphy was manager of the company's plant at Louisville. Prior to his retirement Mr. Murphy was honored at a special dinner for central division managers of American Bakeries.

2 Denver Baking Firms Merged

DENVER — Voss Brothers Bakeries, 35-year-old retail baking organization with six stores in Denver, Colo, has announced its recent merger with Grands-Vemp Food Products Co.

The new firm will be known as the Voss-Vemp Corp. with Leroy Sams as president, Dan R. Cox, treasurer, and John Voss as a consultant.

and John Voss as a consultant.

Grands-Vemp has been a prominent figure in the Denver baking field since 1954, with its best known product a whole-kernel, stone-ground loaf of bread featured as a specialty item in most Denver supermarkets and food stores. In addition, the firm has done wholesale baking for restaurants and clubs in Denver. With the addition of the six Voss outlets, much better distribution and a wider list of baked foods will be offered said Mr. Sams.

-BREAD IS THE STAFF OF LIFE-

CANADIAN FOODS

TORONTO — A recent financial statement from Canadian Food Products reported that retail bakery operations, especially those in Ontario, s howed considerable sales gains and profits for the fiscal year ended Nov. 3, 1956. According to E. J. Spence, president, restaurant operations, particularly those in remodeled outlets, showed improvement. Canadian Food's consolidated net profit for the year amounted to \$236,837, compared to \$194,727 the previous year.

STAR OF THE WEST : : One of the Best : : : MILLING COMPANY NIGHTINGALE and STAR Patent Flour

Phone 2131 Frankenmuth, Mich.

You can make better bread with SUNNY KANSAS Flour The WICHITA Glour Mills Co.
WICHITA, KANSAS



NAPPANEE, IND.



M/W MULTIWALL PAPER BAGS

CHASE

Look to Chase, too, for small paper bags, burlap bags, cotton bags, smart prettyprints. Make Chase your bag-packaging headquarters. Multiwall Bags, like everything else, should be *right* for the job—right for *you*. Anything less wastes your time and dollars, means loss and inconvenience to customers.

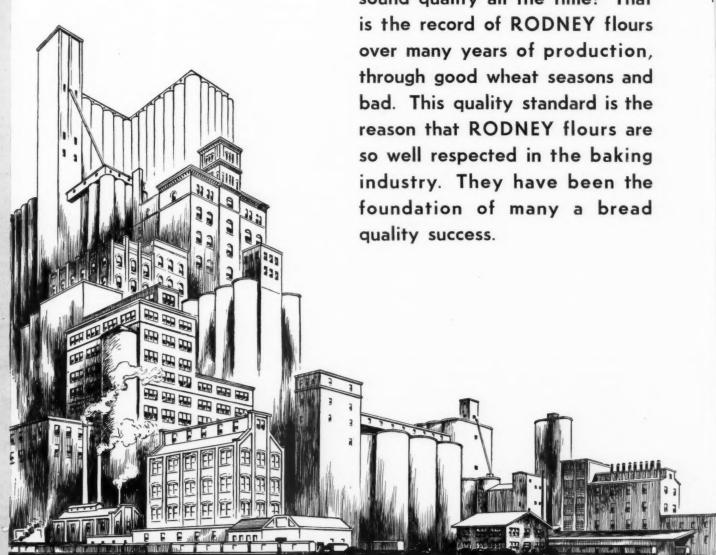
That's why Chase supplies Multiwalls in such wide variety, in so many types and constructions . . . why the many Chase options—in papers, tapes, sewing—permit precise, money-saving selection.

Chase recommendations are backed by 110 years of bag-making progress... of service and satisfaction. It's wise to specify "Chase" for dependable Multiwalls—for uniformity, durability, attractive bag printing...reliable shipment.

CHASE BAG COMPANY

General Sales Offices: 309 W. Jackson Blvd., Chicago 6, III.

WHAT better way is there to build a bigger bread business than to select and stick with a flour known to be of dependable and sound quality all the time? That



Mills at Kansas City, Mc Pherson, Lindsborg and Russell, Kansas of the RODNEY MILLING COMPANY

KANSAS CITY, U.S.A.

22,000 CWTS. DAILY CAPACITY - 5,750,000 BUSHELS STORAGE

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New Products
New Services
New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3975—Bread Slicing Handbook

A handbook concerned with technical problems of slicing all types of breads with continuous band slicers has recently been made available to the industry. The book is entitled "H. C. Simmons' Bakers' Operating and Maintenance Manual for Band Slicers," and is written by Haryl C. Simmons, president, Gopher Grinders, Inc. The company is making it available free to engineers, operators, supervisors and others concerned with problems of bread slicing. The book summarizes the author's many years of experience in his field and also the findings of much of his company's research and development program over recent years. Secure the handbook by checking No. 3975 on the coupon and mailing it to the address provided.

No. 3979—Dried Torula Yeast

A brochure and analytical data on dried Torula yeast has been prepared by the Red Star Yeast & Products Co. The product was recently given U.S.P. classification and it is now available as a protein source for use in many kinds of foods. "Because of its bland flavor it can be used at higher levels than many other supplements. For instance, in special high protein bread, it can be used at levels of 15 to 20%, based on the flour, and yields loaves of excellent loaf volume, grain and texture," the company's announcement states. The product is a dry, free-flowing powder and is recommended to producers of bread, crackers, cookies and many other foods. Secure the literature by checking No. 3979 on the coupon and mailing it.

No. 3977—Liquid Sugars

"Quality Plus," a 52-page brochure published by Refined Syrups & Sugars, Inc., analyzes the present trend toward high quality foods in the marketplace and shows how the firm's Flo-Sweet liquid sugars may help food processors upgrade quality. The highlight of the brochure is its center section which demonstrates

(Sec. 34.9, P. L. & R.) pictorially how color is used in judging sugar quality. A flow diagram takes the reader throughout Flo-Sweet's refining process and points out the quality control steps beginning with inspection and analysis of the raw material and continuing throughout refining to the finished product. Quality checks cover such things as sugar content or degree of sugar solids, color, clarity, sediment, invert sugar content, acidity, ash and turbidity. Many facts which a food processor should know about sugar are included in the brochure. Secure the brochure by checking No. 3977 on the coupon and mailing it to this publication.

No. 3982—Roll Moulder Panner

A 4-page, 2-color, letterhead-size bulletin pictures in action the new Readco "Roll-A-Matic" moulder paner for hamburger and frankfurter rolls, announces The Read Standard Div., Capitol Products Corp. This automatic equipment moulds and pans up to 260 pieces per minute. "Positive panning," called an exclusive Readco feature, prevents pan release to the unloading operator until a roll has been deposited in each pan impression. Changeover from hamburger to frankfurter rolls, or vice versa, is made by lowering pressure board for frankfurter rolls or raising it for hamburger rolls. Other types of rolls can also be handled. The "Roll-A-Matic" can be use a with any type of divider-rounder. Secure the bulletin by checking No. 3982 on the coupon and mailing it.

No. 3976—Bag Closure-Labels

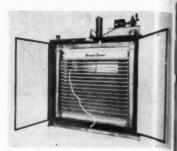
The Kwik Lok Corp. has developed a new line of "snap-on" closure-labels for the baking industry. Called Kwik Loks, the closure-labels are applied without use of equipment and confine closing and labeling to one simple operation, it is claimed. They may be "cinched down" against the contents. For the benefit of the consumer, packages may be opened and re-closed as often as desired,



using the same closure over and over. Although labels are available preprinted with commodity description, this space may be left blank for marking a time of packaging with a variable stamp. For free samples, prices and information on inexpensive trial kits, check No. 3976 on the coupon and mail it to this publication.

No. 3978—Easter Cake Decorations

Six new design suggestions for Easter cake decorations have been developed by Westco Products. Illustrated booklets showing the suggestions are available free. To secure them check No. 3978 on the coupon,



No. 3984—Production Freezers

The Refrigeration Corporation of America has expanded its line of production freezers to "include models and sizes for every segment of the frozen food industry." Models with a capacity of from 50 to 5,000 lb. per hour per freezer are available. The announcement states: "In these new double contact, pressure plate production freezers an exclusive Frigid-Freeze feature eliminates difficulties experienced with unbalanced loads and problems of maintaining even schedule, freezing load per hour. This feature utilizes a new liquid level expansion valve to achieve full flood-ing of plates; for such models utilizing expansion valves and other exclusive features for flooded and brine systems. All Frigid-Freeze production freezers have smooth, stainless steel interiors with corners readily accessible for cleaning to conform with all regulatory health requirements." Secure complete details by checking No. 3984 on the coupon and mailing it

No. 3981—Electric Truck

Literature describing in detail the C-V electric street truck has been prepared by the Cleveland Vehicle Co. The company has worked closely with the Electric Storage Battery Co. to produce the truck. The vehicle is claimed to be especially useful on short, multiple-stop routes through heavy traffic areas, and has a probable life potential of 20 years. It is battery-powered and is quiet to operate. Complete detai's may be secured by cheking No. 3981 on the coupon and mailing it to this publication.

No. 3983—Refrigeration

The Foster Refrigator Corp. announces the publication of a new brochure comparing the "proven corcept" of aluminum for refrigerator use to the new concept of aluminum use in passenager trains. The basic reasons for the use of aluminum in refrigerators and freezers and in passenger trains are "presented by means of a creative and interesting brochure format." For a copy of this brochure check No. 3983 on the coupon and mail it.

No. 3985—Aluminum Foil Wrap

The Shellmar-Betner Flexible Packaging Division, Continental Car Co., has introduced a new aluminum foil bread wrap, Bencoseal, to the baking industry. The product is a foil-wax-tissue lamination previously used for carton overwraps in other product packages. The foil portion of the lamination is said to provide attractiveness and high moisture-vapor protection. The wrap can also be embossed. It can be used with most standard cellophane wrapping machines. Secure full details by checking No. 3985 on the coupon and mailing it.

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No postage stamp necessary if mailed in the United States

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No. 3980-Flour Dump-Sifter

Designed for dumping, sieving and delivery of bagged flour to a flour-handling system, the "Readco" flour dump-sifter will replace a dump bin, intermediate elevator and flour sifter in the average bakery, claims the manufacturer, Read Standard Divi-sion, Capitol Products Corp. Sieving capacity is from 125 to 150 lb. per minute of white bread flour. For othminute of white bread flour. For other types of flour, the capacity will depend upon the screen mesh and the flour characteristics. The firm's announcement states: "This compact integral unit consists of a dump hopper holding up to 200 lb. of flour, a high speed vibrating sifter and a high speed screw conveyor. The conveyor collects and transfers the sifted flour to either prelimatic or meed flour to either pneumatic or me-chanical flour handling equipment. Its discharge end is provided with an adaptor flange for connection to the rotary valve of a pneumatic system or to the boot of a bucket or vertical screw elevator. The sifter screen is quickly removable for cleaning or to the absorpt mesh. to change mesh. The frame that clamps the screen is simply pulled out through the end of the sifter.

A SUCCESSFUL DONUT BUSINESS CALLS FOR THE FINEST EQUIPMENT and MIX DOUGHNUT CORP. OF AMERICA

45 West 36th Street

New York 18, N. Y.

CODING AND MARKING "Code dating and marking machines for the flour milling and baking industries. Coding bread wrap-pers, cellophene and packages, etc., our specialty. Write fer information on a specific grabilem

KIWI CODERS CORPORATION 3804 N. Clark St. Chicago 13, Illinoi



The welded frame carries a coarse mesh backing screen permanently attached to the screen frame. The fine mesh sifting screen is clamped di-rectly over the backing screen. The clamping frame allows replacement of wornout or damaged screens. For quick changes of mesh size, however, it is recommended that each mesh of screen be framed." The sifter motor is $\frac{1}{3}$ H.P., 1,750 R.P.M. The separator conveyor motor is ½ H.P., 1,200 R.P.M. The conveyor may also be driven from the boot shaft of a sidefeed bucket elevator. Complete details are available by checking No. 3980 on the coupon and mailing it to this publication.

No. 3986—Bread Wrapper

The Nashua Corp. has introduced a new "plasticized wrapper" for bread, called by the trade name, Flexowhyte. The wrapper is claimed to give oven freshness for seven days. The general over-all appearance of the product is similar to regular non-plasticized flexible wrapping and has the properties of high gloss and printability, according to the company's

announcement. Resistance to tear as well as firm sealing characteristics are claimed. Secure full details by checking No. 3986 on the coupon and mailing it to this publication.

No. 3987—Food Grade Antioxidant

Eastman Chemical Products, Inc., has prepared a folder entitled, "Ten-ox Food Grade Antioxidants." Explained in the folder are the composi-tion, properties and applications of the products. Tenox is used in baked and fried foods and candies, as well as in many other foods, according to the folder. Listed also are the sales offices and representatives. Check No. 3987 on the coupon and mail it to receive the folder.

No. 3988-pH Meter Circular

The Photovolt Corp. has prepared a new circular on its new "line op-erated pH meter model 85," according to a company announcement. The model is said to have an accuracy of 0.1 pH unit and can be furnished either with individual glass and calomel electrodes or with a "probe" electrode (combination of glass and calomel electrodes). Secure the circular by checking No. 3988 on the coupon and mailing it to this publication,

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 3929-Flavoring products catalog, Florasynth Laboratories, Inc.

No. 3930-Doughnut maker, Golden Joy Corp.

No. 3931-Pressure sensitive tape, Connecticut Hard Rubber Co.

No. 8932-Almond and lemon flavors for baked foods, S. Gumpert Co.,

No. 3935—Bakery display fixture catalog, Maine Manufacturing Co.

No. 3934—Gravity wheel storage rack, M-H Standard Corp.

No. 3935-Moulder-panner, Read Standard Corp., Bakery-Chemical Division.

No. 3936-Mold inhibitor, Food Industries Co., Inc.

No. 3937—Display pans, Molded Fiber Glass Tray Co.

No. 3938-Oven bulletin, Petersen Oven Co.

No. 3939-Roll slicer, Alto Corp.

No. 3940—Self - adhesive labels, Avery Adhesive Label Corp.

No. 3941—Icing and filling depositor, Mallet & Co., Inc.

No. 3942-Vacuum and floor maintenance equipment, Premier Co.

No. 3943—Bakery pad, Panhandler Division, Sanitary Bag Co.

No. 3944-Rib-foil aluminum cups, Basca Manufacturing Co.

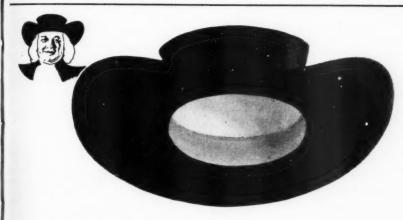
No. 3945-White milo starches for fruit pie fillings, Corn Products Sales

No. 3946-Paste for macaroons and

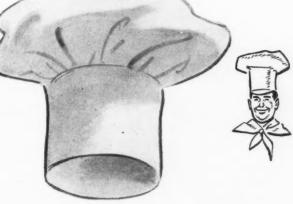
To bake the best . . . buy the best! Quality Bakery Products NATIONAL YEAST CORPORATION Chanin Building, New York, N.Y.

For Quality, Economy and Reliability, Use BROWN'S HUNGARIAN America's Premier Cake Flour

BROWN'S HUNGARIAN CORPORATION







QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:



The Quaker Oats Company

Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas and Los Angeles, California

macaroon-filled cakes and candies, Henry Heide, Inc.

No. 3947-Revolving display unit, Vue-More Corp.

No. 3948-Repair of food handling equipment, American Solder & Flux

No. 3949—Sterile conditioning system for liquid sugar tanks, D. William Fuller Co

No. 3950-Packaging booklet, Hinde & Dauch.

No. 3951-Icing product, S. Gumpert Co., Inc.

No. 3952-Price information and details of route selling book, My-

No. 3953-Band edge sharpener, Gopher Grinders, Inc.

No. 3954—Fruit pie filling formu-las, Corn Products Sales Co.

No. 3955-Floor polisher and scrubber, Advance Floor Machine Co. No. 3956—Fruit pie filling thickener, National Starch Products, Inc. No. 3957-Sheeter - moulder, line, Inc.

No. 3958-Flavor periodical, Mag-

nus, Mabee and Reynard, Inc. No. 3959—Dispensing pump for 15-65 gal. drums, Multi-Meter Corp.
No. 3960—Plant cleaning device,

Oakite Products, Inc.

No. 3961—Steel belt conveyors, Sandvik Steel, Inc.

No. 3962-Bulk car brush, Fuller Brush Co.

No. 3963--Ingredient, yeast emulsifier, Read Standard Division, Capital Products Corp.

No. 3964-Border - printed display

doily, Harvey Paper Products Co.
No. 3965—Rack - type automatic proof box, Read Standard Corp.
No. 3966—Bakery sanitation book-

let, Oakite Products, Inc.

No. 3967—Two film-grade poly-ethylene resins, Bakelite Co., division of Union Carbide & Carbon Corp.

-Technical manual on bread wrapping, Waxed Paper Mer-chandising Council.

No. 3970-Finger tip bowl control. Triumph Manufacturing Co.

No. 3971—Bag opening and loading machine, Errich International Corp. No. 3972—Food plant insecticide,

Huge Co., Inc.
No. 3973—Shortening product, An-

derson, Clayton & Co. No. 3974-Diet booklet, Sugar Information, Inc.

No. 4056-Bulk flour weigher, To-

ledo Scale Co.
No. 5508—Embezzlement controls,

Fidelity & Deposit Co.
No. 5527—Vacuum cleaner, Burrows Equipment Co.

No. 5519-Insecticide for use around foodstuffs, J. I. Holcomb Manufacturing Co., Inc.

No. 6505-Emergency light unit, General Scientific Equipment Co.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-NINE YEARS



FLOUR FOR PERFECT BAKING



When your flour comes from a country point mill with large grain storage facilities located right in the heart of the nation's biggest wheat growing area—then you have the best combination that money can buy. And that's HUNTER flours.

ANOTHER GREAT FLOUR

THE HUNTER MILLING CO. WELLINGTON, KANSAS





MILLS BETWEEN THE WHEAT FIELD AND YOUR ONLY THE HUNTER BAKFRY

Morningstar-Paisley Opens Toronto Office

NEW YORK nounced by George J. Muller, president of Morningstar, Nicol. Inc., and Paisley Products, Inc., that Morningstar-Paisley of Canada. Ltd., a subsidiary, has established a new To-ronto office and warehouse at 207 Queens Quay West, Toronto 1, Ont

Robin T. Hazell has been appointed sales and service representative, with sales and service representative, with headquarters at the Toronto office. Mr. Hezell will specialize in the starch, dextrine and natural gum products of the Morningstar line widely used in the production of food and pharmaceutical products, in the charter of the start of the s paper conversion, and by the chemi-cal processing, oil drilling and ore beneficiation industries.

Warehouse stocks of the company's products will a'so be established at Montreal. Canadian subsidiaries and affiliates of U.S. firms will have supplies and services quick'y available from both eastern Canadian plants.

Plans for the near future include producing in Canada the full line of Paisley liquid vegetable, casein, animal glue and polyvinyl resin adhesives used in labeling, packaging, packing, bookbinding, printing and woodworking.

Robin T. Hazell will introduce the current crop of St. Vincent Arrow-root to Canadian users. Born and raised on an Arrowroot plantation, operated by his father in St. Vincent, British West Indies, Mr. Hazell completed his studies in England and is a graduate of Cambridge University. Arrowroot is used in the bakery, infant feeding, pharmaceutical, proc-essed food and pudding fields, where the texture and thickening properties of the tuberous starch derivative are particularly advantageous.

Lyon & Greenleaf Co., Inc.

LIGONIER, IND.

High Grade Soft Winter Wheat Flour

FLOUR MORTEN MILLING CO. Dallas Texas

Quality Millers Since 1879 BUFFALO FLOUR **WILLIS NORTON** COMPANY

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Charles Dennery Will Move Into New Quarters

NEW ORLEANS — Charles Dennery, Inc., bakery and ice cream manufacturers' supply company, will move into a new million-dollar plant soon, Georges Dennery, president, announced.

Formal dedication of the plant is scheduled for mid-March, in conjunction with the national convention in New Orleans of the Associated Retail Bakers of America. Delegates to the convention will be special guests at the dedication.

The 90,000 sq. ft. plant has such features as pre-stressed concrete framing, an electronically-controlled can-filling system, research, testing and demonstration laboratories, natural and fluorescent lighting, color coordination and noise control.

According to Alphonse Levy, vice president and general manager, the new plant will consolidate operations now housed in four buildings. Floor space is being increased from 66,000 to 90,000 sq. ft. Cooler space is being quadrupled to approximately 100,000 cu. ft.; kettle room capacity is being doubled and can handling capacity is being tripled.

The firm has sales and warehousing facilities in Dallas and Houston.

The administration building is airconditioned throughout. Reception area and offices are on the first floor.

A highlight of the second floor design is the inclusion of a research bakery, separated by a folding wall from an adjoining auditorium-recreation room. This section, ideal for lectures and demonstrations, is available to allied industry groups for meetings.

Also on this floor is a pilot plant used for product testing and quality control procedures, as well as an ice cream laboratory and general laboratories. The company conducts an extensive research and product development program.

Most manufacturing operations are on two levels to facilitate gravity flow processing. On the upper level are areas for cooking, coating, powder, nut topping, extracts, color, oil and alcohol storage. The lower level has storage tanks, can-filling area, two refrigerators, a cherry and fruit processing section; powder and coating rooms.

In the filling section, Continental Can Co. has installed a system that permits cans to be fed in, washed, sterilized and conveyed to filling stations. Three different products can be filled simultaneously under a unique electronic control system, after which they are sealed, cooled and labelled.

Charles Dennery, Inc., was founded in 1894 by Charles Dennery, who had been working with his father, Theodore Dennery, the first agent in the South for Fleischmann's Yeast.

Miner - Hillard Milling Co.

Manufacturers of CORN FLOUR - CORN MEAL CORN SPECIALTIES

Michigan Soft Wheat Flour

King Milling Company
LOWELL, MICHIGAN

Using horse and wagon, Charles' job was to call on confectioners as they were then known, who baked their own cakes, made their own candy, and froze their own ice cream for sale directly to the public.

Charles introduced a line of other confectioners' supplies, and pioneered a new kind of business in the South. His first place of business was 525 Customhouse Street, now Iberville. Soon he was joined by his oldest brother, Harry, and later by a cousin, Marcus Salmon, and by three other brothers, Maurice, Georges and Ralph.

With the growth of the business, they moved in 1901 to a building at 524 Magazine Street, one of four buildings which housed the growing company until the new plant was built.

Of the original group, only Georges Dennery, president of the firm, is now living. Alphonse Levy is vice president and general manager; Lazare Levy, vice president in charge of product research and development; Lewis S. Alcus, vice president in charge of production and engineering; Charles Moreland, vice president in charge of the Dallas office,

and George LeBeau, secretary-treasurer. Paul Wallis is in charge of the Houston office and George Weill is sales promotion manager.

BREAD IS THE STAFF OF LIFE-

ROYAL ADDITION

MIAMI, FLA.—The Royal Baking Co. is constructing a \$600,000 addition to its plant that will double the capacity of the building. The addition is expected to be completed by April. George Karnegis, president, said the addition will provide 22,500 sq. ft. floor space for installing new machinery.



rosoft is a tenderizing agent—a proved ingredient in convenient dry form.

Easy to handle, it requires no changes in shop procedures.

Brosoft produces tenderness of crumb and crust. Improves texture. Results in better eating and keeping qualities easier machining and make up.

Smoother slicing, too, with no gumminess... Many of America's best selling loaves are now made with Brosoft.

THE BROLITE COMPANY, INC.

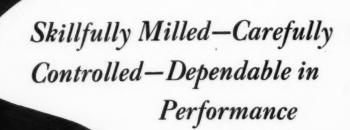
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Brolite's trained Bakery Technicians are at your service!



SILK FLOSS COLDEN SEAL SANTA-FE TRAIL

Your Bakery Deserves the Best!

THE KANSAS MILLING COMPANY

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DECORATING DEMONSTRATION - Examples of the artistry of Fred Grimmig, third from right, of Jacques Pastry Shop, Miami Beach, are displayed before the head table at a dinner meeting of the South Florida Bakers Assn. at Miami. Mr. Grimmig demonstrated his techniques to 100 persons who attended the meeting. Seated, left to right, are Tom Green, Dixle Darling Bakery, a director of the association; J. P. Cash, Holsum Bakery, director; Claude Kinder, Standard Brands, Inc., secretary; Russell Knepp, Lady Fair Bakery, president; Mr. Grimmig; Bert Fields, Royal Bakery, director; and Dan Leviton, Pan-Am Foods, director.

South Florida Bakers Advised: "Don't Sell Your Mistakes—Throw Them Out"

MIAMI - Approximately 100 persons packed the meeting room at Betty's Restaurant to watch Fred Grimmig of Jacques Pastry Shop, Miami Beach, demonstrate his techniques during a recent meeting of the South Florida Bakers Assn.

Mr. Grimmig, who recently ap-peared before the conventions of the Southern Bakers Assn. at Atlanta and the Bakers Board of Trade at Asbury Park, N.J., is well known as a decorating artist. The subject of his demonstration at the meeting was "Cake Decoration in 3-D."

The 3-D effect was achieved by Mr. Grimmig with flat sugar figures which were leaned at a 45 degree angle on the cakes, and supported with a lump of sugar and icing. Working rapidly with cutouts, and talking at the same time, Mr. Grim-mig demonstrated how the use of various sugar figures such as palm trees, golfers, turkeys, church steeples, etc., could be used to make an ordinary cake sell for much more than an undecorated cake.

Mr. Grimmig said that merchandising is becoming a lost art in the retail baking industry. He advised bakers to get more money for their merchandise by making something different and by selling only top quality merchandise. "Don't sell your mistakes—throw them out." Mr. Grimmig said, "or they will come back to you more than you think." Mr. Grimmig praised papers as "shining lights which the baker should use to bring himself out of should use to bring himself out of the dark."

Many labor-saving devices were also demonstrated, such as a stencil for turning out large numbers of leaf cookies at one time and a cutting board with slots for cutting cakes

During the business meeting, there was a considerable amount of discussion about price competition and means of increasing profits. Russell Knepp, president, emphasized that price fixing is not one of the aims of the association. Other spokesmen mentioned other benefits derived by having a trade organization. "With-out associations, the law of the jungle would prevail," said one member.

READ IS THE STAFF OF LIFE

CANADIAN BAKERIES VANCOUVER, B.C. — Canadian Bakeries, Ltd., Vancouver, recently reported net profit for the 13 months ended Sept. 29, 1956, to be \$10,929, compared with a net loss of \$100,242 for the 12 months which ended Aug. 31, 1955.

Soft Winter Wheat Flours

Family - Commercial Export

Long Distance Telephone 32 Cable address - "Jasco"

J. Allen Smith & Co., Inc. KNOXVILLE 6, TENNESSEE

SLOGAN SPECIAL the Quality Bakers Flour

Oklahoma Flour Mills Co.

"RUSSELL'S BEST"

"AMERICAN SPECIAL" Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas

PRESTON-SHAFFER MILLING CO. ALLA WALLA, WASH. Established 1885

White Winter Wheat Flour a Specialty

"Diamond D" "Best Out West" "Wheats Best" "Red Chief"

Four Top Notch Spring Wheat Flours Sheridan Flouring Mills, Inc., Sheridan, Wyo.

Uniformi the priceless quality in flour yours always with . . Acme-Evans Flours ANGELITE—cake flour COOKIE KING—cookie and dough-up flour CRACKER KING-cracker sponge flour

Progressive Milling Since 1821 ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND

PASTRY KING-low viscosity flour

GRAHAM KING-100% soft wheat graham



Although we have one of the newest flour mills in the United States, we have just completed a new remodernization program. Result-increased sanitation-increased efficiency-increased capacity.

Our capacity was increased more than 50%. As a result, we welcome inquiries from quality-minded bakers who prefer a short patent mellow spring wheat flour.

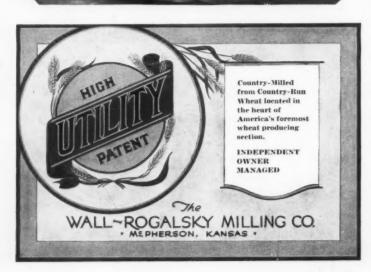
TRI-STATE MILLING CO. Rapid City, S. Dak.



For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.







ANSWERS TO "DO YOU KNOW?"

Questions on Page 22

- False. The relative humidity should be 80-85%.
- 2. True. The bread should be cooled gradually to avoid cracking of the crust. An air-conditioned room, where the temperature and humidity can be controlled, is the ideal method to use.
- False. The fermentation loss should be about ½%. In uncontrolled conditions it may run as high as 2%. This shows the value of proper conditions.
- 4. **True.** It is generally figured that 10 lb. sweetened condensed skim milk may be replaced by 4 lb. sugar, 3 lb. water and 3 lb. milk solids (non-fat).
- 5. True. It will not break down as readily and will stand for greater abuse. However, care must be taken that the marshmallow is short, otherwise the meringue will be inclined to be tough and tear during the cutting of the pies.
- 6. True. A small amount of yeast added during the doughing-up stage will slightly improve the volume.
- 7. **True.** About 1½ to 2 oz. gelatine should be added for each 10 lb. sugar used. The gelatine should be thoroughly dissolved before it is added. When adding the gelatine, the glaze should not be beaten, but stirred slowly. The addition of some milk powder will also help to set the glaze.
- 8. False. This fault is generally due to the pans not having enough space between them. The sides of the loaves are not baked enough due to the poor circulation of heat, and collapse during the cooling period.
- False. Many bakers feel that mineral oil is ideal for greasing troughs. It will not turn rancid as is the case with animal or vegetable fats.
- 10. **True.** The bread should also be baked for a longer period of time in order to bake out thoroughly. Milk sugar, known as lactose, caramelizes at a somewhat lower temperature than other sugars in the dough. For that reason lower baking temperatures are recommended.
- 11. True. The stronger flour requires greater development by fermentation.
- 12. **True.** Wetting of the pans decreases to some extent the amount of shrinkage of the dough during baking.
- 13. False. It is not necessary to make any changes in the fermentation time of the dough.
- 14. False. This procedure is not recommended, as it is more difficult to produce a uniform product. At one time it was the general opinion that when the two were mixed together better results were obtained. But this practice has been pretty well eliminated due to proof that the contrary actually is true.
- 15. **True.** This procedure requires more work, but the results more than compensate for this.
- 16. Faise. It is considered a good practice to add the milk solids with the flour after the liquid has been added. For best results the milk solids are added to the liquid—never the liquid to milk solids, as lumping is very apt to occur.

- 17. False. The shortening content should be decreased or a stronger flour should be used. If yolks are used in the formula, they may be replaced by whole eggs, as yolks contain about 33% fat while whole eggs contain about 10% fat.
- 18. False. Rubbing the flour and shortening together thoroughly will produce a mealy crust. A flaky crust is produced by having small pieces of shortening in the dough.
- 19. True. In many shops this is hard to control, due to the make-up equipment being near the ovens. In some shops intermediate proof is given in the fermentation room. This is an excellent procedure.
- 20. False. The refrigerator temperature should be 35-38°F.

Wisconsin Bakers Assn. Will Sponsor Three Regional Meetings

MILWAUKEE — The Wisconsin Bakers Assn. will sponsor at least three regional meetings during 1957.

Arrangements have been made to hold meetings at the Beaumont Hotel at Green Bay May 14, the Eau Claire Hotel at Eau Clair May 16 and Host Room of the Gardner Baking Co. at Madison May 21.

Details on the program for each meeting will be announced later.

Strong, Bakers' Patents

SPRING PILOT KANSOTA KANSAS PILOT

ROANOKE CITY MILLS, INC.

"Finest in the South"

ROANOKE

VIRGINIA

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.

Millers of Soft Winter Wheat.

We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

Moore - Lowry Flour Mills Co. Kansas City, Ma.

PRECISION-MILLED FLOURS

DAVID HARUM
BAKERS FLOUR
From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P.O. Astico WISCONSIN

WHITE WHEAT

Low Protein Cake and Cookie Flours

AMENDT MILLING CO.

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The Bakeshop Trouble Shooter

Many years' experience as a practicing baker, production expert and as a talented researcher into the craft and business of baking enables the author of The Bakeshop Trouble Shooter to speak with authority. A. J. Vander Voort has proved his remedies in actual back shop experience and tempered them by laboratory investigation. He is the head of the famous Dunwoody Baking School, and technical editor of The American Baker magazine.

The Trouble Shooter is becoming a classic among baking industry publications; it is now in its fifth printing.

You will find it an invaluable aid in solving production problems almost as rapidly as they occur.



The American Baker, P. O. Box 67, Minneapolis 1, Minn.

□ Bill me

☐ Payment is enclosed

Gentlemen: Please send.....copies of The Bakeshop Trouble Shooter, at \$1 each.

Name

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Cia.

City..... State.....



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

"TICKER" TALK - There has been an unparalleled surge of research in human and animal biochemistry, comments the Journal of the American Medical Assn., in connection with studies of arteriosclerosis. "A renew-ed confidence has been born," states a Journal guest editorial writer, "as the result of a better understanding of arteriosclerosis and a hopeful approach to its prevention and cure. This has stimulated a more optimistic outlook among patients and physicians alike. Today, the designation 'chest pain' or 'coronary disease' is no longer a stigma. Its presence rightly generates caution, but not panic. Government and private agencies are making suitable jobs available for persons with arteriosclerotic heart disease. The choice is no longer between working 60 hours a week or not at all. Jobs at lighter work, for 35 hours a week, or less, can now be found. The widespread interest and candid discussion of the President's recent coronary occlusion have made the condition further socially acceptable. Iatrogenic cardiophobia is on the wane. No longer is the patient-be he a well-known industrialist, a mill worker, or a doctor-reluctant to be seen in the consulting room of the cardiologist. The bank president or insurance executive no longer leaves by the back door of the doctor's office. To discuss one's electrocardiogram is as acceptable as to discuss one's analyst.

"Until the ultimately inevitable specific prevention and treatment of ronary artery disease have been developed, general supportive measures remain of great importance. The patient who is overweight or obese is firmly advised to reduce. Ataraxics and sedatives are given to decrease tension. These measures, together with a confident outlook, will prolong the life of the patent. Thirty years hence, it is likely that enzymes, hormones, and other perhaps as yet unidentified biochemical agents will make angina pectoris a truly rare condition."

Americans today spend 25% of their disposable income on food. But if they were content to buy the same amount and variety of groceries that were bought back before the war, Americans could do it on just 16% of their income. Most people prefer to eat more and better food as their incomes increase and to take advantage of the economical "wonder" products in cans, jars and packages, among them cake mixes, soluble beverages, juice concentrates, frozen precooked meals, detergents, dietetic food and the like.

WORKING FOR UNCLE SAM—It has been said that a taxpayer is a person who doesn't have to pass a Civil Service test to work for the government. And about such workers it cannot be said "you can't hardly find them kind no more," for nearly everyone puts in some time each year for Uncle Sam.

For instance, the average produc-

tion worker in the United States who is married and has one child labors nearly five weeks out of every year to pay his tax bill.

Figures obtained from the Bureau of Labor Statistics show that the average production worker in the United States earned \$80 a week in September, 1956. At this rate the tax on his annual income of \$4,160 is \$392 if he is married and has one child. To meet this tax bill, it is necessary for him to work a total of 4.9 weeks.

The same average production worker who is not married faces a tax bill of \$655 a year, and he'll have to work 8.2 weeks to pay it.

DEFAMATION OF BUSINESSS—
The long-range welfare of all the

The long-range welfare of all the people is severely threatened "when the institution of American politics promotes defamation of the institution of American business," in the opinion of Robert G. Dunlop, president of Sun Oil Co., who deplores the fact that "spokesmen for many political groups have found it expedient to attack business" and urges all businessmen to strive for better public understanding of "the wonderfully productive role of business in our society."

Mr. Dunlop expressed these views in accepting the 1956 Honor Award of Beta Gamma Sigma Alumni of New York for "outstanding contributions to society through business and community activities." The presentation of the award was made by Dean Clarence A. Kulp of the Wharton School of Finance and Commerce, University of Pennsylvania, at a dinner meeting at the Columbia University Club.

Mr. Dunlop said the attack on business is not a "special interest problem," but "everybody's problem"; that the punitive and restrictive measures aimed at big business hurt "the little man most of all." High corporate income taxes and the newer proposals for a graduated corporate income tax, he said, are actually penalties on the opportunity of a small business to succeed and grow.

small business to succeed and grow.

"Indeed, high income taxes tend to foster monopoly by giving a preferred position to the established firm and hindering the growth of new, small ones," Mr. Dunlop declared. In his opinion small businessmen are today much more worried about big government than about big business. He pointed out that small business goes hand in hand with large business and prospers with it.

"Those who believe that bigness is

"Those who believe that bigness is an unhealthy kind of growth greatly undervalue a significant American achievement," Mr. Dunlop asserted. "Large-scale operations cannot be achieved simply by wishing, or even by merger and purchase. They involve successful cooperation by large numbers of men and women—they involve

organization. They are the result of learning to work together in large numbers for the benefit of each individual. Can you imagine, for instance, how much automobiles like Ford or Chevrolet would cost if hundreds of garages and shops throughout the country attempted to make them? Or how good they would be?" "In the oil business," the Sun presi-

"In the oil business," the Sun president continued, "you cannot go into undeveloped areas of the world and build entire communities; you cannot construct large pipe lines hundreds of miles long; you cannot build catalytic cracking units, without large amounts of capital and big organizations.

"You cannot, in short, create a 'natural resource' out of what was once a useless material, and provide a backbone of steady supply for the newly-created market, without large and relatively stable units."

"If we sincerely believe that the freedom of business to grow and progress is good for all the people in the country, then we have an obligation to try to preserve that freedom," Mr. Dunlop concluded.

BREAD IS THE STAFF OF LIFE

New Jersey Bakers Plan Annual Banquet

NEW BRUNSWICK, N.J. — The 23rd anniversary banquet of the North Central Jersey Association of Bakery Owners, New Jersey Bakers Board of Trade, Inc., will be held March 24 at the Pines Motel, Metuchen, according to information released following the group's recent Christmas party.

At the same party, there was considerable discussion about the American Retail Bakers Assn. convention at New Orleans March 17-20, and indications are that the New Jersey group will be well represented.

As a build up for the New Orleans meeting, bakers and their guests watched a film titled "The 'New Orleans," loaned by the New Orleans Chamber of Commerce.

The Christmas party, held at the Pines Motel, was attended by 70 bakers, allied tradesmen and their wives. It included a gift exchange, for which Frank B. Casey, Jr., chairman of the arrangements committee.

acted as Santa Claus.

Charles W. Kessler, president of the association, introduced Jim Casey, who presented Cy Sommers, new baking school instructor. Mr. Sommers told bakers and their guests that a one-year course in baking would be started early in January for high school graduates or students with equivalent background. The new course is the result of seven years of cooperative planning by the bakery owners and the Middlesex Courty Vocational and Technical High School, where the course will be conducted.

The bakers' committee responsible for arranging the course is headed by Hubert Bercham, Bonat Bake Shop, Westfield. Bakers at the Christmas party were told that a prospectus explaining the course is being prepared for release to libraries, employment offices and schools

Blan of the Gree plane.

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HONORED BY ALLIEDS—Walter Malberg, Pacific Coast regional manager, Standard Brands, Inc., San Francisco, has been named "Allied Man-of-the-Year" for 1956 by the Northern California Division No. 8, Allied Trades of the Baking Industry. Mr. Malberg, at the left above, is a founding member of the Northern California division of the ATBI established more than 30 years ago, and is a past president of the organization. He was instrumental in working out details for the affiliation of the division with the national organization in 1951. Mr. Malberg started with the Fleischmann Yeast Co. at Vancouver, B.C. in 1912. He supervised the agency there until 1914 when he was transferred to San Francisco. His service on the sales staff was interrupted by World War I but he returned to the company following Navy service in 1918. He served as agent for the company in Northern California, later as bakery products manager and Northern California district manager prior to being named regional manager in 1949. Jerry Meyer, president of the allied association, presents the award in the above illustration.

EXTRACT FIRM OPENS

NEW YORK—Quintessence Laboratories, a new firm dealing in extracts and essential oils, has opened for business at 6 Varick St., New York 14, N.Y. The firm is offering a complete line of flavoring extracts essential oils, true fruit and artificial flavors, aromatic chemicals and certified colors to the food and beverage industries.

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Cheese Cake

Would you please give me a recipe for an extra good cheese cake made from cream cheese?—E.B., N.J.

Here are two exceptionally good cheese cake recipes I'm certain you will enjoy.

CREAM CHEESE CAKE NO. 1

Mix together:

1 lb. sugar

8 oz. bread flour

4 lb. cream cheese

1 oz. salt Vanilla to suit

Add gradually:

8 oz. egg yolks

Add and mix in gradually:

2 lb. 2 oz. cream (30%)

Then beat stiff and fold in care-

fully: 1 lb. egg whites

Deposit into 9 inch spring cake pans. Eake at about 325° F. for ap-proximately 1 hour 15 minutes.

Note: The bottoms of the pans should be covered with the following mixture and pressed down:

Mix together:

1 lb. 8 oz. zwieback crumbs 12 oz. butter (melted)

12 oz. sugar

CREAM CHEESE CAKE NO. 2

Mix together until smooth: 5 lb. cream cheese

1lb. 8 oz. sugar

1 oz. salt

Add and whip together until creamy:

12 oz. bread flour

8 oz. shortening 1 lb. 4 oz. egg yolks Vanilla to suit

Grated rind of 2 lemons

Grated rind of 2 oranges

Add gradually: 1 quart cream (light)

Then whip together until stiff and fold in carefully:

1 lb. 8 oz. sugar 2 lb. egg whites

Deposit into layer cake pans which have the bottoms covered either with pie dough or short paste. Bake at about 370° F. for approximately 1

Short Paste Dough

Mix together:

1 lb. powdered sugar

1 lb. butter

1 lb. shortening

¼ oz. salt Vanilla to suit

8 oz. whole eggs

Sift, add and mix in until smooth: 3 lb. pastry flour

I am trying to build up a pizza crust business—my chief trouble is an inability to control oven spring and a too-solid crust. I would like a more porous one. It has helped to bake with a pan on top, but so far this has only prevented bubbling, and

the use of 25% pastry flour has helped to keep the volume down. At present I am using the following formula:

45 lb. patent flour

15 lb. pastry flour 20 oz. salt

2 oz. mold inhibitor

12 oz. yeast

9 lb. shortening

4 gal. water (approx.)

I would appreciate any helpful hints you can give me.—T. C., N.Y. * *

In checking your formula I find that this should produce a satisfacthat this should produce a satisfactory crust. However, I note that you place a pan on top of the dough before baking, which causes the crust to be heavy and soggy. Judging by the appearance of the crust you do not dock it. I would like to suggest that you try to dock the pieces thoroughly and also give them a short proof. This should help to decrease the volume and produce a top without bubbles.

Should you desire a somewhat more porous crust you might wish to experiment with the addition of some baking powder in the dough. I would stari out using about 5 oz. and increase it until I obtained the desired crust.

Rolls

I have been trying to locate a formula for a jelly roll and a chocolate roll that can be rolled cold, without cracking or sticking to the pan after it is cold. We are using the hot roll mixes and find it a problem to roll after they have set for a few minutes. I would like to have a formula that will produce 24 sheets at 3 lb. per sheet. We make from 200 rolls on up for a meal.—C. L., Cal.

I have your request for formulas for jelly rolls and chocolate rolls that can be rolled cold. Below you will find one of each that will make about 25 to 26 pans.

It is important that the bun pans be paper-lined. The baking time must be closely watched, as over-baking causes the rolls to become dry and brittle.

COLD ROLLED JELLY ROLLS

Beat light:

15 lb. 12 oz. whole eggs

5 lb. 4 oz. yolks

21 lb. sugar

5 oz. salt 2 lb. 12 oz. honey or invert syrup

Add:

Vanilla or lemon to suit

Mix in carefully: 10 lb. 8 oz. milk (about 140° F.)

Sift together and fold in: 21 lb. cake flour

5¼ oz. baking powder Bake at about 410° F. on paper lined pans. Do not over-bake as this is one reason the rolls crack so often while being rolled.

CHOCOLATE ROLLS

Beat until light: 20 lb. sugar

5 lb. corn syrup

25 lb. whole eggs 2 lb. non-fat milk solids

5 oz. soda

5 oz. salt

Sift together and mix in carefully:

12 lb. 8 oz. cake flour

5 lb. cocoa

Then mix in carefully:

7 lb. 8 oz. hot water (140° F.)

Vanilla to suit Bake at about 400° F. on paper lined pans.

Honey Cakes

Enclosed please find a piece of fancy honey bread, salt free. Would you examine the bread and send me a formula for making it?—A. S., Cal.

Below you will find a formula that should duplicate the honey cake which you sent. We used to make this product in Grand Rapids, Mich., years ago.

DUTCH HONEY CAKES

Bring to a boil: 60 lb. honey

Add this to:

50 lb. medium rye flour (in a slow speed mixer)

Then add:

2 qt. honey

2 qt. buttermilk

This is the stock. Age from 1 mo. to 6 mo. before using. Keep in a cool place.

For the dough:

 $10\frac{1}{2}$ lb. stock

1 at. honey

1 qt. buttermilk

1½ oz. soda cinnamon to suit

allspice to suit

Place in a deep bun pan with wooden liner. Flatten out with damp hand. Bake at 330-340° F. Use steam in oven. Chopped, blanched almonds and/or citron may be added to the dough.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67. Minneapolis 1. Minnesota

Pizza

Bakery Merchandising

Automation, Personal Attention Keys to Grables Bakeries Success

MIAMI—Automation and personal attention by the husband-and-wife owners are the keys to the phenomenal growth of Grables Bakeries, Inc., of Miami. In 1938 the firm was a small pie business. It has grown until now it operates a chain of 38 retail outlets and one of the South's largest and most completely equipped bakery plants.

Hogen and Phyllis Grable opened store No. 38 in November, 1956. It is southern Florida's first super bakery—a 12-department retail store in the heart of Miami, occupying 4,250 sq. ft. at one of the city's

Back in 1938 both Mr. and Mrs. Grable were strangers to the baking industry. Their first venture into the baking business was when they invested most of their savings in a pie route catering to luxury hotels on Miami Beach. They have built up their sales figures well above the \$2 million mark. By assembling around them scores of bakery specialists and highly trained salespeople, and insistence on the use of modern machinery and production handling equipment.

Their plant contains one of the largest cake mixers, with a capacity of more than 700 lb. cake batter. Push button operation assures that human hands never touch the batter. Baking is automatic too. Revolving tray ovens turn out 400 cakes every 10 minutes.

High Humidity a Problem

Automation is present also in the delivery cycle, not only to sell almost oven-hot products to the customer, but also to combat a problem peculiar to south Florida bakers—high humidity and high year-round temperatures. This condition can lower the freshness factor of bakery products in a hurry, and Grable's longestablished creed of absolute freshness has resulted in very fast schedules in both production and delivery.

To aid in this absolutely fresh delivery, Grable's uses aluminum cabinets on wheels. Trays are loaded into these cabinets right from the oven room. The cabinets are closed, loaded on trucks by hydraulic lift units, and sent to the retail bake shops three to four times each day. The delivery man never touches the bakery goods; he handles only the closed air-tight cabinets. The cabinets are steam cleaned daily.

A large part of the personal at-tention devoted to the business by Mr. and Mrs. Grable has been directed to the selection of locations for their retail outlets. Such attention was given to the spot chosen for the new super-bakery. It is lo-cated at one of the busiest bus stops in the entire area. Self-service and quick counter service were provided to appeal to the last-minute shoppers waiting for a homeward bound bus. Several innovations were added. Ice cream, canned specialty items and refrigerated candy have been carried by a number of the Grable's stores for some time. But the new superbakery has 12 complete departments including the regular bakery section with 16 big cases, refriger-ated pie and cake department, ice cream department, dairy and cheese, photographic supplies, gift department, grocery, frozen foods, sundries, greeting cards, phonograph records and a soda fountain.

Such a combination of items would seem at first glance to be out of place in a bakery shop. Their inclusion was dictated by Mr. Grable's way of meeting or beating his competition. The competition in this case was not other bakeries selling retail direct to the public but it was the pre-wrapped bakery goods being sold in supermarkets and chain stores. A recent survey by an outside firm had shown that Grable's had a majority of the customers buying bakery products in bakery stores in their trading area—66% was the actual figure. To cut into the competition of the supermarket and chain store, Mr. Grable reasoned, he

needed a one-stop shopping center where the display would create the desire, and the desire would create the sale. Thus, his superbakery was created and early sales figures from the various departments have justified his belief.

In the over-all layout of the 4,250 sq. ft., the bakery department occupies the largest area and the next in size is the grocery section. The other 10 departments occupy equal space in the balance of the area.

Says bakery superintendent Jesse Quesada: "We go all the way on quality—butter, eggs, milk, frozen fruits, pure flavoring and all other top materials being used lavishly. We have in the shop one rule set in from the start by Mr. Grable that if you can make an item better, do so at once, because then more people will buy it."

The Grables have studied thoroughly the buying habits of their customers, and they've managed to change some of them. "Most housewives have adopted the day-to-day shopping habit," Mr. Grable said, "so our production planning is aimed at the theory of selling out at store closing time."

The habits that the firm has managed to change have provided for more efficient production scheduling. Cookie making and selling is confined now principally to the early week, low demand period. It was done by an unusual promotion. Every Tuesday and Wednesday cookies are sold at 35¢ doz. with a second dozen sold for 1¢. The customers have been doing their cookie buying on Tuesday and Wednesday.

The search for variety in products goes on constantly. Jesse Quesada, plant superintendent, claims it's similar to the problem of the restaurant owner. "If you eat in the same restaurant, day after day," he says,

"and that menu isn't changed often enough, you'll soon move on to another restaurant." Mr. Quesada's answers to the search for variety are many. He tries to introduce a new product every 10 to 14 days, Sometimes several varieties of coffee cake will be introduced in all stores, incorporated in the daily specials and in the advertising, and pushed to the front of all display cases. Records will be kept of their sale, and their cost, and just as soon as they have reached what Grable's consider to be their peak, they will be abruptly withdrawn from produc-

It's better, in Mr. Quesada's opinion, to cut the item before the customers lose their taste for the product and refuse to buy it. The same product, if it has proven to be a favorite, is re-introduced later. Many times it has been more popular on its second expressions.

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its second appearance.
Mr. and Mrs. Grable are on the job every day taking a keen interest in all their personnel. Personnel brings to Mrs. Grable's mind the problem involved in the firm's rapid growth in training new people, until she came up with a system that has worked out very satisfactorily. schoolroom is the actual shop itself. Four shops were designed as training locations for new girls. After a prospective employee was interviewed, hired and briefed on responsibilities in the organization, she was placed under the wing of the manager of one of the training spots. She learned by observation and instruction the prescribed customer approach, shop etiquette and salesgirl duties, in a training period of at least a week. At the conclusion of the training period, the girls are transferred to the shop scheduled for their permanent position.

Unusual, Eye-Catching Signs Greet Denver Bakery Patrons

"The more unusual the materials which go into a sign, the more sales it will create." That's the theory on which Mrs. Inga Gulkin, who operates the Frost Bakery in Denver, Colo., with her husband, Herman Gulkin, has developed a colorful and effective "selling sign" program.

A native of Germany and a skilled

artist, Mrs. Gulkin devotes several hours each week to the production of off-beat signs which never fail to attract attention. She dislikes stocktype signs and, instead, prefers to produce her own, and to make use of

materials far removed from ordinary sign work.

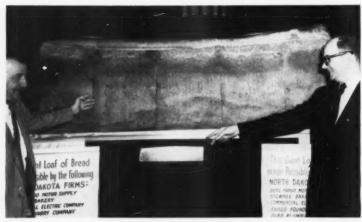
"When we introduce some new item, we try to accompany it with a sign which is just as unusual as the baked foods, Mrs. Gulkin said. "Then, as our experience has shown, it will begin moving much more rapidly."

A typical example is the plastic foam sign which Mrs. Gulkin displays in the accompanying photograph. This sign, is 10 in. by 3, and was produced from a block of styrofoam, a lightweight bubble plastic often used by jewelry stores. When the Frost Bakery came out with a rich party specialty in the form of a pie consisting of alternate layers of chocolate filling and cream chiffon, topped with whip-

ping cream and pecan chips, Mrs. Gulkin titled it "Black Bottom Pie." She used humor in the name as the basis for a sign. Mrs. Gulkin used various colors of cake icing to outline the figure of a girl bent over, and rich chocolate icing for a pair of exposed panties. The colorful lettering was applied on the styrofoam in blue, yellow and brown. The sign was supended over the busy main sale counter and got instant attention. It gave Frost salespeople plenty of opportunity to describe the tasty pis specialty. There were many gags, of course, over the black bottom theme all of which aided the sign's selling efficiency.

Another good example is her ladder sign, which gives Frost Baker, patrons an eye-catching list of the day's bread specialties. A local hardware store collaborated with Mrs. Gulkin in producing this attention getter.

The sign consists of 10-inch strips of white artboard lettered in colors which complement the type of bread featured. Each is quickly removed and reinserted to correspond to days of the week. Supporting the strips are two drain screens of the type of which a housewife places a roast of ham before baking in the oven. The



WORLD'S LARGEST?—One of the biggest loaves of bread ever baked is shown above with its bakers—at the left is Frank Lang, the baker, with Paul P. Feder, Brownee Bakeries, Fargo, the owner of the plant that baked the 500 lb. loaf. Baked in honor of the Greater North Dakota Assn., the loaf attracted much attention in the lobby of the Hotel Radisson, Minneapolis, recently during the association's meeting. A special oven and pan were built to bake the 6 ft. by 2½ ft. creation in nine hours. The formula included 265 lb. flour and 7½ lb. yeast.

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SIGNS THAT SELL-Mrs. Herman Gulkin, wife of a retail bakery owner in Denver, is the spark behind clever, unusual advertising displays which have her husband's customers connave her habands customers con-tinuously on the alert looking for new products. The sign above uses easily removable strips on a metal rack. Below, Mrs. Gulkin displays her "Black Bottom" plastic sign.

gleaming metal, with tiny wire clips holding the strip signs, is easy to clean, makes an odd background for the signs, and has brought more attention than anything else the Denver bakery has ever used for bread

Mrs. Gulkin doesn't throw away stale cakes-she uses them as an ad-



Mrs. Gulkin's Foam Sign

vertising device for other products by re-icing them and lettering informa-tion about other products on the surface. An all white cake with green lettering plugging frankfurter buns by the dozen is an odd contrast to the usual sign, and frequently brings interested comment from patrons. Only after it has served for several days

as a sign is the cake discarded.

Mrs. Gulkin has made use of toys, odd fabrics, ice cream, bits of leather, and even baked signs produced from contrasting colored dough to keep the modern Frost Bakery constantly entertaining to its customers.

READ IS THE STAFF OF LIFE

MUSICAL COMMERCIAL

CINCINNATI, OHIO—The Rubel aking Co. has won first prize in competition conducted by Affiliated Advertising Agencies Network, for a musical commercial about its rye bread.

AIB Food Mobile Used as Lesson On Balanced Diet

Suspended from the ceiling of the classroom, moving gently with shift-ing air currents, the food mobile is said to be a constant reminder to elementary school children of the foods that make balanced meals. The mobile, developed by the consumer service department of the American Institute of Baking, Chicago, with the guidance of its advisory committee, consists of colorful cutouts of fa-miliar foods, attached to one another with thread so that each unit is free to revolve independently of the

Assembling the mobile is a classroom project and it has proved to be a most popular one in hundreds of schools. Food models may be changed from time to time, but selections from each of the "basic seven" food groups are required to keep the mobile in balance, just as the foods are necessary to keep the diet in balance. (See accompanying illustration.)

The mobile is available, without charge, to elementary school teachers who include nutrition education in their curriculum. The state supervisor of elementary education of South Dakota asked that one be sent to every elementary school teacher in his state. The New York state supervisor of home economics education and the Montana supervisor of elementary education have called at-tention to the teaching aid in bulletins issued in their districts.

Letters of appreciation to AIB, and reports from the department's field nutritionists, show that the mobile is being used in many places other than elementary school class-rooms. For example: Hospitals use them in clinics for patients and classes for nurses and dietitians; district health offices use them in clinics for maternal and child welfare; school lunchrooms display them to remind students to choose balanced lunches; doctors and dentists use them in their offices to remind patients of the importance of diet to health; 4-H Club leaders and home demonstration agents use them to teach the "H for Health"; junior and senior high school teachers use them in home economics and hygiene classes; Parent-Teacher Assn. and scout meetings have been held using the mobile to illustrate balanced diet.

Since the mobile was first issued last October, 33,107 of them have been distributed, the AIB says.



RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

Suggestion Box

A number of retailers provide suggestion boxes into which customers can drop slips containing comments on the store and products and services. And considerable success in improving store-customer relations has been reported in some cases as a result of such a project. A Minnesota baker has successfully used a simple mimeographed form in obtaining customers' comments and answers to questions on service provided. The top of the form reads, "Your courtesy in answering these questions will assist us in the management of this store." Then the name of the owner is given. Next are four questions, with spaces for checking "yes" or "no" answers. The questions are: "Did we have the item you asked for? If not, what was it? Were you waited on promptly? Was the clerk courteous and being of the prompt of the pr and helpful?" Space also is provided for other comments. The customer is invited to sign his name and address if he wishes. Customers who fill out the slips and drop them into the box either immediately or on a return trip provide some helpful suggestions.

Courtesy to Customers

A survey has shown that just 37% of all sales people are really polite to customers. That figure, cited in a report in a Washington state trade association meeting, can stimulate a bakery operator to ask himself how he and his employees are doing in the way of showing common courtesy to customers who come into his bakery. The baker, in sales training sessions or supervision of employees, can hardly afford to neglect emphasis on the basic but important principle of courteous treatment of customers. If in no other way, the employee should be reminded occasionally that his own job and income depend partly upon serving customers courteously.

"Business failures are human failures," says Dun & Bradstreet in a comprehensive analysis of 8,362 com-

mercial failures during 1953. Slightly more than 50% of the failures studied revealed lack of managerial ability. This, added to lack of experience, makes the total human factor 89.4% of the total. The principal evidence of human weakness in management is found under the agement is found under the heading of "inadequate sales," which is 52.4% for retailers. The first five years

are the hardest, according to the Dun & Bradstreet analysis of the concerns which failed in 1953. Nearly half dropped by the wayside in the second, third and fourth years of operation, or a total of 58.5% failing with loss to creditors in the first five years

One tried and proven way of increasing readership of a retailer's newspaper advertisements is the use of photographs taken in the bakery. You can dress up your ads periodically with a number of actual store scenes. Customers can be shown looking over or buying merchandise. And employees, with brief notes about their jobs, can be pictured, thus making them more familiar to your patrons. A lot of people go for the idea of getting their pictures in the paper, and this is one way to please them and also publicize your store. Not only will the use of pictures attract attention to your store; it will also foster the impression that your store is a live, friendly place. If pictures are used on a moderate scale and not too often, the extra cost shouldn't be unreasonable.

Seasonal Display

Many retailers are losing sales because they do not keep their window and inside displays up to date and in line with the season. Since all retail bakers have a considerable number of seasonal items, it's important that displays be in accord with the season so that these items can be sold more readily. Failure to display seasonal items attractively can mean a lot of lost business.

Why They Fail

Store Scenes

94% of Nation's Households Use Bread, Survey Shows; Weekly Consumption Nearly 5 Lb.

WASHINGTON — Bread is served in 94% of the homes of the nation, the U.S. Department of Agriculture has reported. White bread is used in 86.1% of all households.

The use figures are based upon a survey made by the Agricultural Research Service and Agricultural Marketing Service of the USDA for one week during April, May and June of 1955. The statistics in the "all urbanizations" section of the survey are weighted averages for urban, rural non-farm and rural farm households. Separate tabulations were also made by the USDA for each category.

The 1955 survey was the most comprehensive yet undertaken, the USDA points out. Its objectives were to obtain current information on patterns food consumption, expenditures, dietary levels and household food practices. The households were grouped by regions—Northeast, North Central, South and West—according to census of population regions, urbanization, explained above, and by several family income classes within these categories. The survey was based on a sample of approximately 6,000 housekeeping households of one or more persons. Housekeeping households were defined as those in which at least one member had ten or more meals from home food supplies during the week preceding the interview. Institutions and persons living on military reservations were not represented. Collection of the data was by personal interview.

Bakery Products Covered

Covered in the survey were white bread, whole wheat, and other varieties together with a total. Also surveyed were crackers, divided into sweet and not-sweet varieties; rolls divided into ready-to-eat and Brownn-Serve varieties; biscuits and muffins; cakes, pies and other varieties. Whole wheat bread was used by 16.2% of all households and 26.9% used the "other" bread category. Use of bread varied widely according to income brackets. For the whole wheat variety those with incomes under \$2,000 yearly use 10.2% whole wheat bread, while those in the \$10,000 a year category and over use 27.4%. The variation for the other varieties is even greater—8.7% compared with 51%.

The "other" category in belief foods other than bread includes cookies, doughnuts, sweet buns, cof-

fee cake, etc.

For white bread the variation is not as great. Households of two or more persons with incomes under \$2,-000 averaged 78.7% use of white bread; it rises to 88.4% in the \$10,-000-or-over income bracket. The highest percentage of use of white bread is in the income range of \$4,000 to \$6,000, with usage over 90%.

The quantity of bread used by all households was 4.71 lb. per week, of which 3.98 lb. was white bread. Households of two or more persons used the largest quantity of 4.98 lb. of which 4.22 lb. was white bread. In the \$5,000 to \$6,000 income group, 5.91 lb. of bread were used; this was the top usage recorded. Of that amount, 4.84 lb. was white bread.

The total quantity for all households, for all products surveyed, was 6.81 lb. per week.

In the money value category, the highest average value was in the \$5,000 to \$8,000 categories with a value of \$1.11.

As the income declined, the survey showed a decline of the value of bread used, with the lower incomes using a total value of 58¢ and in the white bread category, 51¢, indicating that in this income category white

bread assumes a much greater proportion of the bread budget than do the other varieties. The average value of bread used by all households was 94¢, and in this case white bread took 77¢ of that value.

Cakes were used by 22.4% of the households surveyed with the largest income bracket using the largest amount of cake—30.3%. For households of two persons or more, the average of cake was 23%.

The U.S. Department of Agriculture points out that nearly all white bread was reported as enriched.

St. Louis Allieds Elect New Officers

ST. LOUIS — Allied tradesmen of this area were off to a fast start on the new year in January. They elected several new officers and made specific plans for cooperating with the St. Louis baking industry in 1957. As a finale, several new members were welcomed.

Officers for 1957 will be: Jay H. Flickinger, Lever Bros. Co., president; William N. Lang, St. Louis Fondant Co., first vice president; Joseph Zollner, Red Star Yeast Co., second vice president; Arthur C. Walz, Chapman-Smith Co., secretary; Robert W. Paul, Pevely Dairy Co., treasurer, and Irvin D. Ginzz, General Mills, Inc., to the executive commit-

DIVIDEND DECLARED

KANSAS CITY—The Standard Milling Co., a Delaware Corp., has declared a quarterly dividend of 5¢ a share on class "A" and class "B" common stock of the corporation, payable Feb. 15, 1957, to stockholders of record Feb. 1, 1957.

LL UNBANTATIONS

Food used at home in a week, April-June 1955: Percentage of households using and average quantity and everage money value per household (based on all households in cell, table 1); food from all sources and purchased food separately for specified items: households of 1 or more persons. by income

		line	n1						Baked good	is other th	an bread				
Type of data, household size group,							Crackers			Rolls					
and money income after income taxes for households of 2 or more persons (dollars)	Total	White	Whole	Other	Total	Total	Sweet	Not	Total	Ready- to-est	Brows and serve	Biscuits, maffins	Cakes	Pies	Other 2/
(1)	(2)	(3)	(4)	(5)	(6)	¢(7)	(8)	(9)	(10)	(32)	(12)	(23)	(34)	(25)	(16)
PERCENTAGE OF HOUSEHOLDS USTING															
All households	94.0	86 x 1	16+2	26.9	82.5	54.6	12.1	50.0	20.4	12.5	8.6	8.4	22.4	10.7	49.6
1-person households	91.0	71+6	14.5	18.2	67.2	38.1	6.9	33.9	11.0	6.9	4.3	6.2	15.8	6.7	34.3
Households of 2 or more persons	94 ad	87.4	16+4	27.6	83.9	56.0	12.5	51.4	21.3	13.0	9.2	8.6	23.0	11.1	50.9
Under 2,000	84.5	78.7	10+4	10.7	65.5	42.3	7+6	37.6	10.2	5.2	5.2	4.7	16.8	5.0	30.9
Under 1,000	76.0	71.0	10.0	8.7	55.5	34.4	5.5	31.1	6.8	2.7	4.6	4.9	14.7	3.2	22.1
1,000-1,999	90.40	83.7	10.2	12.0	71.8	47.3	9.0	41 +8	12,3	6.8	5.5	4+6	18.2	6.2	36.5
2,000-2,999	94.0	87.4	14.2	20.9	78.1	49.2	9.5	45.7	15,4	9.6	6.1	6.3	19.7	7.6	42.0
3,000-3,999	95.3	89.5	13.5	24.4	86.3	59.8	13.6	55.2	19.7	11.5	8.8	9.3	22.7	11.1	53.4
4,000-4,999	96.3	90.5	16 . 2	31.3	89.7	63.2	14.7	58.5	25.6	16.1	10.0	9.3	22.8	11.2	58.5
5,000-5,999	97.0	91.0	19.9	37.0	90.9	61.6	15.3	57.1	24.2	16.9	9.0	9.7	26.2	13.4	60.2
6,000-7,999	99 46	91.6	20.0	35.2	90.3	63.7	14.0	56.5	28,6	17.6	12.5	12.2	26.5	16.1	50.9
8,000-9,999	94.4	82.2	22.9	38+2	91.1	62.9	15.2	58+6	26.4	15+8	11.2	11.2	27.5	14.2	
10,000 and over	96.49	88.4	27.44	51.0	92.5	65.6	16.1	59.7	42.0	25.3	22.5	13.3	30.3	15.1	65.7
Not classified	9443	84.3	17+8	28.8	84.0	48.0	11+0	42.7	18.6	10.7	8.7	7+1	25.5	13.5	45.8
QUANTITY FOR HOUSEHOLD (pounds)	4+71	3,98	.31	+42	1+99	+46	.09	,37	+21	•12	+09	•09	.36	•20	+06
All households		1.24	+24	.22	+167	-18	+03	,15	+1/0	.04	e J5	.05	+19	+06	+27
1-person households	1+66	4.22	.34	.44	2+09	.49	•09	.30	•22	.12	+09	+09	+37	.20	.71
Households of 2 or more persons	4.96				1.15	.35	-06	.29	+10	•05	• 05	+06	+43	+08	•35
Under 2,000	3.15	2.80	•19	-16		.29	•05	.25	+07	.03	+04	•05	+23	+07	•25
Under 1,000	2.50	3.18	.19	•12 •18	1+28	.38	-07	.51	012	•06	+06	+06	.23	+09	+41
1,000-1,999	3.50			.32	1+62	,43	.06	.35	+18	.11	.07	.07	.32	+12	+49
2,000-2,999	4.57	3.97	.28	.36	2.18	+53	.12	.41	+19	.11	+08	+10	.35	+23	+78
3,000-3,999	5.40	4.08	.31	.51	2.28	.54	.09	.44	+25	+14:	•10	.09	.36	+19	•85
4,000-4,999	9.50					*60	.11	.49	- 24	+16	+09	.11	.45	.23	+90
5,000-5,999	5.91	4.84	.45	.62	2.53	+54	•11	.43	+28	.10	.12	.16	.50	.31	+95
6,000=7,999	5.87	4.21	.37	.68	2.63	+56	.09	.47	•27	.16	+11	.14	.53	+27	86
8,000-9,999	5.26	4,15	+41	.71	3+04	159	.12	.47	040	.24	+24	.08	.52	.37	+95
Not classified	4.47	3+04	•35	48	1+85	.36	.07	+29	•19	+11	.08	.07	.39	+26	+56
MONEY VALUE PER HOUSEHOLD (dollars)												0.00			-
ll households	+89	.73	.00	.10	+77	+34	+03	.11	×07	+04	•03	.03	.16	•07	•30
1-person households	.33	.23	#D16	+05	+39	.06	.01	+1/5	+Q3	•01	•02	•02	+08	•03	•12
Households of 2 or more persons	.94	.77	+06	.10	+81	.15	.03	.31	+08	.05	•03	.03	+17	•07	•31
Under 2,000	•58	+51	.04	.03	+40	.10	.02	a178	*O5	•05	+02	•02	•09	•03	+14
Under 1,000	+45	.39	+04	*02	+32	* OB	.01	.07	+02	•01	•01	.02	.08	*03	*19
1,000-1,999	+60	×58	a D14	*04	+45	+11	.02	.09	+04	.02	+02	•02	.09	+03	•17
2,000-2,999	+94	.72	±0ts	o 07	+59	•12	.03	±09	+06	.04	- +02	*05	+13	+04	•20
3,000-3,999	1.01	.87	a 06	±08	+83	.16	+04	.12	+67	•05	.03	.03	•16	•08	•33
4,000-4,999	1.05	+87	+06	.12	× 86 (8	.16	.03	.13	+09	.06	• 0.3	.03	.15	.07	• 37
5,000=5,999	1.11	.08	.09	. 14	+97	.17	.04	.13	+119	.06	.03	.03	.20	.08	• 39
6,000-7,999	1.11	.89	.08	.13	1.07	.17	+04	.13	+17	.06	+05	.04	+21	o11	+42
8,000-9,999	.99	.76	.06	.15	1.07	•18	.03	.15	•10	+06	+04	.05	.26	•09	•39
10,000 and over	3 + 04	.77	+09	•17	1.31	+19	+04	.15	+18	•09	•09	•03	+26	•17	+46
Not classified	+84	+66	.07	+11	•76	.17	*02	4129	+67	+04	+03	.02	.19	+09	•21

^{*} Less than 0.05 percent, 0.005 pounds, or 0.005 dollars.

1/ Fractically all reported as enriched.

2/ Includes cookies, doughouts, sweet buns, coffee cake, etc.



Armand Hecht

Armand Hecht, Bakery President, Dead at 54

RICHMOND, VA.—Armand Hecht, president of Hecht's Bakery, Bristol, Tenn., died here Jan. 11. He was 54.

Mr. Hecht is survived by his widow, Mrs. Miriam Hecht, by three daughters—Mrs. S. Perlman of Chicago, and the Misses Marilyn and Marjorie Hecht, and a sister, Mrs. Max Marks of Austin, Texas.

Mr. Hecht was a charter member, a past president, and currently a director of the Virginia Bakers Council; a member of the board of governors of the American Bakers Assn.; a member of the Southern Bakers Assn.; the Potomac States Bakers Assn.; the American Institute of Baking, and the American Society of Bakery Engineers, having served on several important committees of the last named group.

He was recently president of the Bristol Chamber of Commerce, a member of the Bristol Rotary Club, and active in the various religious, civic and fraternal groups of which he was a member.

1956 Progress Report Of ABA Now Being Issued to Members

CHICAGO—The 1956 Progress Report of the American Bakers Assn. is now being distributed. This is a 44-page two color printed booklet which includes all of the reports of committee chairmen given at the recent ABA board of governors meeting at Chicago.

The report also includes the complete text of the talks given by Roy Nafziger, Interstate Bakeries Corp. Kansas City, Mo., ABA chairman and E. E. Kelley, Jr., Butter Krust Bakeries, Inc., Lakeland, Fla., president. The board met during the 1956 ABA annual meeting.

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The chairmen of all ABA committees in former years gave their teports at the board of governors' meeting and again at the annual meeting. However, the number of committee increased so greatly during the past five years that the report was instituted to keep members informed of ABA activities. The 1956 Progress Report is the third to be issued.

H. W. Zinsmaster Draws Top Crowd At Minnesota "Bosses Night"

MINNEAPOLIS—Nearly 90 members of the Minnesota Allied Trades of the Baking Industry and their management group were on hand in the Gold Room of the Hotel Radisson here Jan. 25 for the 8th annual "Bosses Night" of the organization.

The highlight of the evening was an address by Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth, who made one of his rare public appearances to plead for a united front of baking and of its allied industries.

"We have a wonderful future if

"We have a wonderful future if we will just join hands for progress," Mr. Zinsmaster said. "Our common cause is a greater consumption of baked foods. We must put bread back on the table in every home."

Also guests at the Bosses Night were the presidents of local bakers' associations. Included were John Schuster, Emrich Baking Co., Minneapolis, president of the Northwestern Production Men's Club; Clifford Myhr, Myhr Bakery, Minneapolis, president of the Associated Bakers of Minneapolis; Thomas Van Meter, Park Region Bakery, Fergus Falls, Minn., president of the Minnesota Bakers Association and Edward Jerabek, Jerabek Bakery, president of the Associated Bakers of St. Paul. Two executives of the Zinsmaster Baking Co. in Minneapolis also attended: Carl Bergquist and Aaron J. Petersen.

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Club,

Petersen. John S. Hansen, General Mills, Inc., president of the Minnesota Allied Trades of the Baking Industry, opened the meeting by telling the management representatives of the past few months' accomplishments of the local allied trades group. He then called on John Richter, Brechet & Richter Co., and Hart Anderson, Minnesota Paper & Cordage Co., for their assistance in introducing all members and guests via a portable microphone. Jack Fiest, Standard Brands, Inc. and E. W. Scharf, General Mills, Inc., took over the microphone and piano respectively to lead the group in a short songfest. Mr. Hansen recognized one of the largest

groups of past presidents of the allied trades assembled for some time. He then dispensed with the regular meeting and introduced Frank W. Cooley, Jr., The Northwestern Miller, immediate past president of the organization and chairman of Bosses Night, who took over as master of ceremonies. Mr. Cooley mentioned that "Mr. Zinsmaster's entire business career was a qualification for his appearance before the allied trades." He noted that Mr. Zinsmaster "has always been in the forefront of promotion and sales activity, not only for the baking industry but for the general welfare of the nation and its industries."

Mr. Zinsmaster said that his first thought had been to turn down the request to appear before the allied trades group but had finally decided to do so because he felt there was a great future in the baking and food industries and because "I owed it to you good friends."

Mr. Zinsmaster mentioned as a part of his personal history that his difficult duties in his father's bakery in Des Moines on a horse and wagon route beginning at 3 a.m. had soured him on the bread business, but after his graduation from Amherst College and his New York advertising experience in solicitation for the Ward Baking Co. account, he had discovered that baking was a lucrative business and moved to Des Moines to enter his father's bakery. He also mentioned that he started his Duluth plant in 1913 with the emphasis on advertising, packaging and service as the prime requisite to back up a quality product. "I have never had a dull moment in the baking industry," Mr. Zinsmaster said. He also reviewed his experience in many industry groups such as the National Association of Manufacturers and the Committee for Economic Development.

"Your building is no good without equipment and know-how," Mr. Zinsmaster said, "your equipment is no good without materials and know-

how, your material are no good without customers and know-how. None of these is any good without a good organization."

Mr. Zinsmaster reiterated that the consumer is the final judge. He feels that she wants items of healthful quality, "not necessarily the items we want to give her." She wants proper packaging with eye appeal, freshness and uniformity, proper displays easy to reach, good service and a fair price.

As a part of his report on the favorable outlook for the baking industry, Mr. Zinsmaster referred to our present highest standard of living, still going up, and the highest wages and buying power in history plus the great growth in gross national product and population. In his opinion the demand for handier, nutritious, healthful foods, better packaged and better displayed, is growing by leaps and bounds. He also paid tribute to the enrichment of bread which has elevated the baker's product to a high place in food varieties.

However, Mr. Zinsmaster used the declining consumption of flour as an illustration of an unfavorable outlook for the baking industry, mentioning that "bread consumption today is being saved by the increasing population as our share of food dollars has decreased and gone to other foods."

"United Front" Urged

For the future, Mr. Zinsmaster urged strongly that bakers and their allied suppliers join in a united front, "forget petty jealousies which now exist, a n d join hands in a great cause."

"We must put baked products back in the American diet and start competing with other foods that are taking our business. The wheat grower, the miller, the packer, the dairyman and all other suppliers that belong in the same boat must join this parade. It can be done; it must be done or the food parade will have passed on and we will never catch it."

A. E. Grawert, Pillsbury Mills, Inc., Minneapolis, closed the program by announcing that Ray Ping, M. Erickson Bakery Co., LaCrosse, Wis., will be the featured speaker at the February meeting of the Minnesota Allied Trades of the Baking Industry, to be held in the Clubroom of The Miller Publishing Co. Friday, Feb. 22.

During the first phase of the program, Mr. Hansen presented to Dunwoody Baking School a check for \$100 as the first of a yearly contribution from the Minnesota Allied Trades to Dunwoody. J. R. Kingman. Jr.. director of Dunwoody Industrial Institute, accepted the donation. Also present to receive the check was A. J. Vander Voort, head of the baking school.

WESTERN REPRESENTATIVE

PHILADELPHIA — The Victory Metal Manufacturing Corp., Plymouth Meeting, Pa., has appointed O. Fred Peterson of Oklahoma City, Okla., to a new position as western sales manager. According to C. J. Popky, vice president in charge of sales, Mr. Peterson's appointment is in line with a company policy of giving franchise dealers closer contact with the company. It will also permit more efficient handling of increasing western sales, said Mr. Popky. Mr. Peterson, a veteran of the refrigeration industry, will supervise sales in 16 western states. Victory Metal manufactures commercial refrigerators.



Ray H. Wareing

Pillsbury Appoints Ray H. Wareing to Coordinate Sales

MINNEAPOLIS—George S. Pillsbury, vice president of Pillsbury Mills, Inc., has announced the appointment of Ray H. Wareing as distribution manager for the company's bakery products division. In this capacity Mr. Wareing is responsible for the coordination of sales requirements with production facilities and the distribution of the division's products to customers. Serving in a regional capacity under Mr. Wareing is J. K. Wall, bakery products eastern distribution manager at Buffalo.

Mr. Wareing started with the company in 1935 as a messenger at the Minneapolis headquarters. He served in the accounting and office management departments and was an assistant controller prior to his recent appointment. Mr. Wall joined Pillsbury in 1925 in Albany, N.Y., as a clerk, and transferred to the Buffalo office in 1931. He has been credit and office manager at the Buffalo branch since 1945.

BREAD IS THE STAFF OF LIFE

Southern Bakers Names Baking School Trustees

ATLANTA, GA.—William P. McGough, chairman of the board of the Southern Bakers Assn., has announced the appointment of baking school trustee members. The following were appointed for three-year terms on the SBA University Fund, Inc.: Louis F. Barth, Colonial Stores Bakery, Atlanta; Jodean P. Cash, Fuchs Baking Co., South Miami, Fla.; Harry Mutch, Mutch's Bakery, Orangeburg, S.C.; Tom F. Smith, Anheuser-Busch, Inc., Atlanta, Ga.; Benson Skelton, Southern Bakers Association, Atlanta. These five, along with ten hold-over trustees will comprise the board for 1957. Five trustee appointments are made annually.

Sanford V. Epps, Claussen's Bakeries, Inc., Augusta, Ga., will continue as chairman, and R. H. Bennett, Criswell Baking Co., Atlanta, will continue as co-chairman; Benson Skelton will continue as secretary-treasurer.

The SBA University Fund, Inc., works closely with the Baking Science and Management School at the Florida State University, Tallahassee.



BOSSES NIGHT—The traditional "Bosses Night" of the Minnesota Allied Trades of the Baking Industry was held in Minneapolis Jan. 24, with Harry W. Zinsmaster as featured speaker. Mr. Zinsmaster, president of the Zinsmaster Bread Co., Duluth, made one of his rare public appearances to plead for a "united front" of baking and its allied industries to encourage greater consumption of baked foods. Seated with Mr. Zinsmaster is John S. Hansen, General Mills, Inc., president of the allied trades. Standing at the rear are other baker guests: John Schuster, Emrich Baking Co., Minneapolis; Clifford Myhr, Myhr Bakery, Minneapolis; Edward Jerabek, Jerabek Bakery, St. Paul, and Tom Van Meter, Park Region Bakery, Fergus Falls, Minn. At the extreme right is Frank W. Cooley, The Northwestern Miller, immediate past president of the allieds and chairman of the eighth annual Bosses Night.

Pennsylvania Bakers Want Industry Promotion Continued; Score Loss-Leader Bread

By GEORGE W. POTTS The American Baker Editorial Staff

PITTSBURGH-The need for continued emphasis on effective promotion, advertising and merchandising in a changing business world was stressed by program speakers at the annual winter meeting of the Pennsylvania Bakers Assn. held at the Roosevelt Hotel recently.

Promotion activities of the American Bakers Assn. and the American Institute of Baking on behalf of the baking industry were outlined by Dudley E. McFadden, director of public relations of ABA, and Mildred M. Arnold, AIB field nutrition repre-

sentative.

Using a series of projected slides, Mr. McFadden showed the bakers the vast quantity of material issued by ABA and publicized in the daily press, national magazines, trade press, medical journals and Sunday feature sections in leading newspapers. The overall aims of the material covered general public relations, the nutrition story, merchandising and direct selling copy.

He stressed the position of ABA in working for the entire industry and urged the bakers to use the material for their own advantage and back it with individual effort.

Mildred Arnold gave a typical demonstration of the work of field nutrition representatives in their routine presentations for school and women's groups. In the demonstration she showed a speedy method of mass production of peach bread pudding using cubed enriched white bread; large scale production of sandwiches for school lunch and institutional kitchens, and illustrated the ease of quick preparation of baked Alaska, a dessert favorite made with shortcake shells. She concluded the demonstration by cutting a layer cake with a piece of thread and laying the slices, points out, around a mound of strawberry ice-cream to form a simulated star. The speed and ease of creating the attractive display prompted spon-taneous applause from the bakers' wives in the audience.

In a brief statement following the

presentation, Mildred Arnold told the bakers that their real competition was other foods and not "the other baker," and urged them to "put bread back on a three-meal basis

An indirect salute to ABA and the promotion work done by the entire industry was made by David Kaplan, president of the Economics of Distribution Foundation, New York, who noted that "the baked foods industry has not held its own. . . . what would it have been without its excellent promotion work?"

The comment came in an address with distribution wherein the speaker noted that distribution costs in many items are greater than actual production costs, with the current pattern at about a

60-40 ratio.

This speaker noted high distribution costs as a "reflection of our marketing economy," and voiced the need of "specialized services to bridge the gap between consumer and producer today." With a more expanded market in wider merchandising areas, he called for greater productivity and a lower resultant unit cost, or "trouble ahead for the manufacturer."

He told the bakers to face the fact that labor costs would continue to

rise, and then noted that labor must strive for increased productivity and lower unit cost or they also would face "trouble ahead."

Lester L. Wolff, president of Coordinated Advertising Corp., New York, told the bakers that there is "no set pattern for the promotion of baked foods. It must be elastic to fit individual situations," he said.

He pointed out that the only department remaining as a concession in the modern supermarket is the baked foods department and showed examples of promotional advertising two of his clients, leading New York baking firms, received in connection with general grocery market advertising.

Mr. Wolff advised the bakers to offer a complete line of good quality products and their volume would

Declaring that "there will always be a retail baker." Walter R. Schuchardt, Lake Forest Pastry Shop, Clayton, Mo., president of the Associated Retail Bakers of America, urged the bakers to be alert and watch changes, and be "aggressive, progressive and merchandising

He stated that there was no assurance that all plans would materialize in an unpredictable future, and told the bakers to occasionally take stock of intangibles and have faith in the future.

He declared that the faith and courage of our ancestors were running pretty thin in some persons and many need a good transfusion."

"Don't try to conduct your business as you did 10 or 15 years ago," he cautioned the bakers, stating that business is in a different era today and the housewife must be induced to enter the store

As part of his formula for a successful business, Mr. Schuchardt called for better products, new products, better merchandising and service and good-will. These are necessary to hold and increase business, he

He listed as signs that should cause

business optimism the fact that people are paying more for better products in practically every field today, rising population, increasing payrell incomes and heavier business spend-

However, he cautioned, "all this will not help the baker if he does not help himself . . . broadcast your product and the value of your product.

In conclusion he declared that "the golden rule is scientifically sound and the best business policy ever devised."

Two of the addresses touched on controversial subjects and sparked discussions from the floor that proved a highlight of the convention.

One discussion centered on what the retail baker could do to combat the competition of lower priced bread offered by chain stores.

Louis H. Braun, Keystone Bakery, Inc., West Bridgewater, Pa., described in a brief address how he had analyzed newspaper advertising by chain stores over a two-year period, noting that while other products had increased in price up to 25%, bread prices had remained unchanged.

He then rallied several retail bakers to his support, engaged counsel, petitioned the smaller business committee in Washington, and later under oath recommended outlawing loss-leader products. He stated that, in this connection, the House committee on small business had recently commented that the anti-trust laws have outlived their usefulness and should be amended.

He viewed free industry as "needing an awakening to stay in business," and called on the bakers to join in a common cause and "contribute some money to solve our problem."

In the discussion that followed, one baker declared that "the baker himself is his own worst enemy." Another stated that "we, in industry, ought to discuss with each other where we are going. If we operate at a profit, we should be happy."

The opinion was expressed that

there should be no need to "go to

legislature to do for us what we should be able to do on our own.

Baker-Chain Controversy Opened

Louis Marhoefer, Bold Baking Corp., Pittsburgh, reintroduced the issue involved in the battle between the independent baker and the chain store. He declared that the attack in Washington should center on one issue—that the chain store in the market has a tendency to create a monopoly limiting competition, which contrary to existing laws of the U.S.

He said that, in his opinion, on this basis they could put the chains out of the bread manufacturing business and sue for loss to bakers in areas affected. He voiced the opinion that the bakers would unite on this issue and asked the allied men and bakers alike to lend their help when called upon.

Following these remarks, Mr. Marhoefer gave a very enlightening address on the "political dynamite" which is Europe today, and answered pertinent questions about the international situation presented from the

Mr. Marhoefer visited Europe as a tourist and later represented the U.S. government on a diplomatic pass-

The second subject causing a general discussion concerned the added color in baked foods. It followed an address by Dr. William L. Henning, secretary of the Pennsylvania Department of Agriculture, Harrisburg, covering state food laws.

Henning outlined the work of the Pennsylvania food marketing advisory committee and called on the bakers to contact the committee and outline their problems and sugges-

Touching on color in foods he stated that the object was a law "satisfactory to the baking industry and in the best interests of the consuming public

In the discussion that followed, it was pointed out that use of artificial color could be for three possible reasons, identification, enhancement, or outright deception.

In this connection, a "middle-of-the-road" course was recommended where color could be used if it enhanced eye appeal, did not make the

(Continued on

erie

Short On De Sagar Ou De Short Ou On De Short (Incl marga De) De lard: Game De la De



NEW PENNSYLVANIA OFFICERS-At the board of directors meeting during the recent convention of the Pennsylvania Bakers Assn., the group shown above had its picture taken. Seated, left to right, are J. Russell King, Gunzenhauser Bakery, Lancaster, Pa., director; Clement F. Harris, Harris-Boyer Co., Johnstown, director; Ralph W. Sotzing, Bethlehem (Pa.) Baking Co., reelected treasurer; Ralph M. Chantler, Chantler Baking Co., Butler, president; Theo. Staab, secretary, and Henry C. Nartaan, Hon-Taste Baking Co., Mount Union, Pa. Standing are J. Kenneth Kooker, Pillsbury Mills, Inc., associate director, Philadelphia; J. W. Williamson, Duquesne Baking Co., Pittsburgh, director; Gus Mantsch,

Blue Bonnet Bakery, Pittsburgh, director; L. M. Cleland, Wesson Oil & Snowdrift Sales Co., Philadelphia, retiring associate director; R. F. Dunkelberger, Bergman's Bakery, Millvale, director; J. E. McNally, Mc Nally's Bakery, Aspinwall, retiring director; J. Y. Huber, Naily's Bakery, Aspinwall, retiring director; J. Y. Huber, III, Keebler Biscuit Co., Philadelphia, appointed to fill the unexpired term of W. L. Manz, new vice president, not shown above; Harvey G. Woeckner, Marathon Corp-Pittsburgh, associate director, and J. Bernard Schmidt, Capital Bakers, Inc., Harrisburg, director. Other new directors who were absent were Herbert Scherrer, Scherrer's Bakery, Philadelphia, and E. H. Struckmans Mrs. Smith's Pies, Inc., Pottstown, Pa.

Table 1.—GENERAL STATISTICS FOR THE UNITED STATES: 1954 AND EARLIER YEARS

(For explanation of column captions see Introduction)

	Establish-			Production workers		Value	Cost of	Value of	
Industry and census year	menta, number	Nater	Pe	Number	Wages (\$1,000)	added by manufacture (\$1,000)	etc. (\$1,000)	shipments (\$1,000)	
Sread and other bakery products, including single-shop retail bakeries with baking on									
the premises (S.I.C. 2051, 5462):									
1954	18,714	319,777	. 6	(NA)	(NA)	(NA)	(NA)	3,711,2	
1947	17,901	282,933	ه) ((MA)	(NA)	(MA)	(NA)	(18	
1939	18,043	247, 591	30,066	201,533	262,002	643,597 588,598	567,427 629,267	1,211,0	
1935	18,720	207, 777	304,309 255,763	210,597 189,182	265,354 222,645	471,736	580,728	1,052,4	
1933	14,483	169,378	195,446	155,229	174,423	399,340	370,992	770,3	
1931	20,410	(NA) 183,926	(NA) 279,770	154,764	212,353	543,373 621,622	436,531 629,999	979,9	
1927	17,909	154,245	239,846	139,013	202,197	560,406	585,304	1,145,7	
1925	17,490	142,235	216,008	128,034	187,660	462,920	560,748	1,023,	
1923	18,572	142,269	213,579 195,824	127,496 117,026	183,221	425,949	485,169	911,1	
1919	24,919	131,504	168,886	107,251	169,829	386,895 337,771	515,568 610,105	947,	
1914	25,797	113,976	79,681	99,016	66,072	171,825	230,584	402,	
read and other bakery products (S.I.C. 2051):									
1954, total	6,103	246,337	973,546	143,077	477,972	1,568,933	1,498,088	3,067,	
Wholesale bakeriesGrocery chain bakeries	5,426 142	190,195 16,233	753,745	109,125 14,382	358,770 50,964	1,223,635	1,162,090	2,385,	
House-to-house bakeries	217	28,094	120,962	11,434	40,594	175,517	122,033	297,	
Retail multi-outlet bakeries	318 (NA)	11,813	38,760 905,931	8,134	27,642 481,965	61,805	56,087	2,951,	
1952	(NA)	264,519	940,982	158,272	485,423	1,572,270	1,500,758	3,073.	
1951	(NA)	257,951	869,031	156,032	448,022	1,454,504	1,468,256	2,922	
1950	(NA)	246,463	781,545	151,696	406,327	1,313,402	1,291,225	2,604,	
1949	(NA)	246,036	751,049	152,267	396,445	1,272,817	1,290,585	2,563,	
1947	6,796 10,325	232,726	298,000	149,519 180,202	350,056 236,576	1,098,012 573,837	1,305,577 491,498	2,403, 1,065,	
iscuit and crackers (S.I.C. 2052):									
1954	311	44,763	150,880	35,700	109,619	408,254	348,934	757.	
1953	(NA)	47,180	150,003	38,346	113,725	400,473	347,828	748,	
1952	(NA)	49,271	153,477	38,963	111,633	392,805	339,101	731,	
1950	(NA) (NA)	47,872	147,272	38,762 38,600	106,006 97,392	355,602 325,826	344,439 277,843	700,	
1949	(NA)	46,037	122,381	37,646	90,138	307,368	258,600	565,	
1947	326	46,058	109,223	37,526	78,361	264,973	275,249	540,	
1937	356 319	35,930 31,877	42,059 35,146	29,173	28,550	118,743	82,050 97,755	200,	
1935	348	32,159	32,060	29,241	25,888	93,295	89,313	182,	
1933	347	29,475	26,238	27,153	22,250	92,972	56,473	149,	
1929	354 375	(NA) 38,556	(NA) 44,676	28,397 33,871	26,978 34,208	141,197 167,389	68,946 107,101	210,	
1927	220	37,387	43,120	32,982	34,029	141,058	107,101	248,	
1925	194	36,918	41,129	32,377	31,946	137,259	107,268	244,	
1923 1921	167	39,868	40,500	35,117	31,358	122,437	89,351	211,	
1919	176	36,435 41,230	38,571	31,474	29,110	104,463	83,046 103,134	187,	
1914	166	30,082	16,953	25,036	10,794	45,810	43,674	89,	

NA Not Available.

CENSUS OF BAKING

(Continued from page 13)

was at the same location as the bakery and included as a part of the manufacturing establishment. Bakeries operated by restaurant chains are included in this sub-industry. The

value of products reported is largely based on the retail prices received for the product. However, some of the larger concerns reported a "transfer value," the nearest available equivalent to a wholesale price. As noted above, comparisons between 1947 and 1954 for this sub-industry are affected by a change in definition.

The value of shipments of Industry

Table 7.—MATERIALS CONSUMED, BY KIND: 1954 AND 1947 (Quantity in thousands of pounds; cost in thousands of dollars)

				Industry 2	051 ~ Bread	and relate	ed products			
			1954					1947		
Material	Total	Wholesale bakeries	Grocery chain bakerles	House-to- house bakeries	Retail sulti- outlet bakeries	Total	Miolesale bakeries	Grocery chain bakeries	House-to- house bakerles	Retail multi- outlet bakeries
otal cost of materials, impredients, containers, and supplies:										
Gantity	1,456,853	1,130,164	154,611	117,835	54,243	1,243,727	919,527	96,520	125,085	1102,595
Wheat flour: Quantity Delivered cost	8,656,077 538,939	6,928,305 431,163	723,228 45,991	814,329 50,485	190,213 11,300	8,273,500 495,518	6,653,600 394,447	'511,600 31,238	787,000 48,790	321,300
Sugar (came and beet): Quantity	1,146,491 98,959	874,191 74,893	119,294 10,430	100,348	52,657 4,693	900,575 77,084	659,474 56,125	62,513 5,576	84,615 7,236	93,97. 8,14
Shortening: Quantity Delivered cost	253,522 56,339	168,785 38,198	39,296 8,022	27,062 5,941	18,379 4,178	260,474 83,207	172,726 54,093	21,520 7,515	32,023	34,20 11,27
Lard: Quantity Delivered cost	291,238 55,023	234,144	24,232 4,316	24,232 4,931	6,316 1,188	247,490 65,491	196,255 51,864	12,250 3,296	25,862 6,696	13,123
Other fats and oils (including oils, butter, margarine, puff paste, etc.): Quantity.	84,043	58,005	11.908	6,262	7,868	54,295	33,170	(D)	(D)	10,960
Delivered cost	23,966	16,555	2,653	1,783	2,975	18,910	10,242	(0)	(D)	5,258
Oriod milk: Quantity	242,548 37,782	189,116 29,660	25,622 3,808	23,718 3,615	4,092 699	215,036 28,007	169,091 21,616	16,251 2,257	19,638 2,548	9,856
Fromen eggs: Quantity. Delivered cost	155,289 48,912	99,886	25,209 7,089	15,154 4,813	15,040 5,123	187,563 63,065	117,137 39,056	20,759 6,576	22,429 7,676	27,238
All other materials, impredients, etc: Quantity	1					xxx 306,730	215,707	xxx (D)	XX X (D)	XX 21,96
Metorials, ingredients, etc., not specified by Mastr	2596,933	2468,222	272,302	237,324	224,087					
Quantity						105,718	76,377	2,930	7,505	19,90

2051, bread and related products, in 1954 totaled \$3,067 million. This included shipments of primary products (bread and related products) valued at \$2,995 million, shipments of secondary products valued at \$54 million, and miscellaneous receipts (mainly sale of scrap and refuse) of \$18 million. Receipts for merchandising (products bought and resold without further manufacture or processing) valued at \$278 million are excluded from the \$3,067 million value of shipments of Industry 2051.

Industry 2051 shipments of bread and related products in 1954 represented 98% of its total product shipments (primary and secondary). In 1947, this primary product specialization ratio was also 98%. Secondary products shipped by this industry in 1954 consisted mainly of biscuit, cracker and pretzel products, \$37 million, and other food products such as potato chips and other food preparations, \$17 million.

The value of shipments of Industry 2052, biscuit and crackers, in 1954 totaled \$757 million. This included shipments of primary products (biscuit and crackers) valued at \$735 million, shipments of secondary product s valued at \$21 million, and miscellaneous receipts of \$1 million. Receipts for merchandising (products bought and resold without further manufacture or processing) valued at \$50 million are excluded from the \$757 million value of shipments of Industry 2052. Data relating to these merchandising receipts are also excluded from the cost of materials and value added.



20E-3

DON'T TELL ME

You mean you haven't made our reservations for . . . the 1957 ARBA Convention and Exhibition March 17-20 - New Orleans, La.?

Six in AIB Class Win Scholarships

CHICAGO — The six scholarships available for students in Class 71 in Baking Science and Technology at the American Institute of Baking have been awarded as follows:

Doughnut Corporation of America scholarship to Frederick G. Adolph, Lake Ronkonkoma, N.Y.; Ekco Foundation scholarship to Harold E. Loudenslager, Lewistown, Pa.; Joe Lowe Foundation scholarship to James T. Pully, Jr., Burnham, Pa.; C. B. Morison memorial scholarship to Frederick K. Albert, Media, Pa.; Standard Brands, Inc., scholarship to Wilbert D. Smith, Methuen, Mass.; and C. A. Swanson and Sons scholarship to Richard M. Ahrens, St. Louis, Mo.

The grants cover tuition for the 20-week course and an allowance toward living expenses. Class 71 entered on Jan. 28 and will be graduated on June 14.

One of the purposes of the scholarship program is to attract into the industry and to retain within it capable and ambitious young men who need further technical education for the advancement they desire. Five of the scholarship recipients were selected with this purpose in mind as they are or the threshold of their careers. The sixth, although he has had many years of experience in the industry, had been unable to pursue his technical education during the time his eight children were very young. His determination to progress in the industry has not been dimmed, and his sponsors are confident that the Institute course will enable him to advance to greater responsibility.

advance to greater responsibility. The scholarship program was established in 1952, and 42 students received grants during its first five years. Of these grants, two were donated by the AIB Alumni Assn. and one by the St. Louis Production Club. Information on the program may be obtained from the Registrar, American Institute School of Baking, 400 E. Ontario St., Chicago 11, Ill.

Bakery Public Relations

LOS ANGELES, CAL. — Effective public relations for retail bakers are summarized in a recent issue of the Westco Bakery Business Letter. It is available on request free from the company, Westco Products, 1654 Long Beach Ave., Los Angeles 21, Cal.

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POTOMAC STATES

(Continued from page 15)

tion, Louis Graeves, Charles Schneider Baking Co., Washington, D.C., former chairman of the American Bakers Assn., called upon the bakers to give more support to the Bakers of America Program. He discussed need for more nutrition field representatives and urged the convention attendants to tell other bakers about the presentation because "it is the sort of material that builds the industry.

Appeal Voiced

This appeal was further voiced by John Harper, Jr., Charles Schneider Baking Co., general program chairman, who noted the 10th anniversary of the Bakers of America Program and told the bakers they must know the enrichment story and "spread it yourselves."

The trend towards increased consumption will only go on if bakers keep working at it, Mr. Harper stated. He told the bakers to look ahead, check developments in their own industry and all industries, and concluded his brief remarks with an appeal to "Let's Snap Out of It."

The speakers portion of the program was rounded out with a discus-

PSBA SUMMER MEETING CANCELLED

BALTIMORE-The summer meeting of the Potomac States Bakers Assn. has been cancelled for this year. The announcement was made by John A. Kreiling, Community Baking Co., Cumberland, Md., president of PSBA. In a statement during the annual convention Mr. Kreiling that the decision was prompted by "lack of cooperation and interest in the affair by bakers in the Potomac States area." In the statement he noted that attendance records of past summer meetings indicated that allied representatives had outnum-bered bakers 10 to 1 at the annual event. The summer meeting was scheduled for June 23-26 at Virginia Beach, Va.

sion of the multiple unit self-service operation by Augustin S. Hardart, Jr., cretary of the Horn & Hardart Co., New York.

Mr. Hardart reviewed the development of this famous food-chain operation with emphasis on their baking setup. He noted that the trend to self-service operation greatly in-creased volume in their retail store

On the social side the convention featured the president's reception sponsored by ATBI Potomac States Division No. 3, opening the convention, activities for the ladies, and the annual banquet, floor show and dance arranged by the entertainment committee headed by Charles W. Cowan, Baltimore.

John A. Kreiling, Community Baking Co., Cumberland, Md., was reelected president of PSBA at the an-Vice presinual business session. dents reelected are: Charles A. Spelsberg, Sanitary Baking Co., Clarks-burg, W.Va.; Henry C. Steinle, Steinle's Bakery, Wilmington, Del.; John P. Hauswald, Hauswald Bakery, Baltimore; John I. Bowman, Bowman's Bakery, Roanoke, Va., and Charles J. Schupp, Schupp's Bakery, Washington, D.C. Anton Hagel, Hagel's Bakery, Baltimore, was reelected treasurer. Edwin C. Muhly, Muhly's Gem Bakery, Baltimore, and P. August Grill, Baltimore, are secretary and counsel, respectively.

Newly appointed directors are: Jack Lee, Sta-Kleen Bakery, Lynchburg, Va., and Johan A. Koke, Hearns Super Market, Wilmington, Del. Newly appointed allied representative is Louis E. Schmidt, Capitol Bakers Supply, Washington, D.C.

Potomac States Division No. 3. Allied Trades of the Baking Industry, man of the year award was presented to Edward V. Weston, American Viscose Corp., Catonsville, Md. The presentation of the award was made by J. Miles Decker, J. M. Decker Co., Baltimore, national advisor, ATBI.

ARBA CONVENTION

(Continued from page 11)

Edward J. Fuhr, Edward Fuhr Bakery, and Joseph Taylor, Armour & Co.; displays-Alvin P. Thibodaux, Tibby's Bakery, and George Parnham, Wilson & Co.; transportation —Peter Aiavolasiti, Ace Bakery, and Milton J. Meyer, Allstate Supply Co.; physical arrangements—Calvin Long, Calvin Long Bakery, and Frank Russell, Russell-Miller Milling Co.; multiple unit retail luncheon —Alois J. Binder, Joseph Binder Bakery, and Royce Fincher, Swift & Co., Harvey, La.; general convention —N. F. DeSalvo, DeSalvo's Bakery, and Alphonse Levy, Charles Den-nery, Inc.; program—Donald D. Entringer, Entringer Bakeries, Inc., and Maurice Brooks, Standard Brands, Inc.; greeters' committee — Archie Johnston, Heebe's Bakery, Gretna, and R. Gordon Tonry, Bakers Service, Inc.; housing—William A. Long, Long Bakery, and P. L. Thomson, P. L. Thompson & Co.

Opening Highlights

Some of the highlights of the opening day March 17 will be a meeting of ARBA directors, a demonstration of practical baking, a "get acquainted" party and demonstra-tions of decorating. A ladies lun-cheon and style show will highlight March 18, along with the annual multiple-unit luncheon.

March 19 there will be the allied breakfast, the ARBA business meeting and the allied trades business session. For recreation there will be a sightseeing tour of the New Orleans harbor. Later in the day there will be baking demonstrations in conjunction with Retail Bakers Week, climaxed by a banquet.

The last day of the convention will feature a decorating demonstration and a luncheon and meeting of ARBA directors.

PENNSYLVANIA

(Continued from page 48)

product inferior in quality and was in the best interests of the consuming public. It was pointed out that a labeling notation could be made.

It was pointed out that state laws prohibited such coloring even when noted on the label. Dr. Henning contended that Pennsylvania was recognized for finer food products because the laws were stricter. He further noted that it eliminated out-of-state competition.

One leading question which remained unanswered asked why it was legal to add color to margarine to make it yellow, while color could not be added to make a cake have more eye appeal.

Bread Freezing Techniques

Deep freeze techniques in the production of bread and rolls were dis-cussed by Niles H. Walker, product control manager, Arnold Bakers, Inc., Port Chester, N.Y. In the address he stated that he

believed that quick freezing of fresh bread could be developed to a point where frozen bread could be delivered to the consumer in a better degree of freshness than unfrozen bread handled in routine marketing methods

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He predicted that the reconditioning process will improve as the pracof bread freezing becomes more widespread.

Mr. Walker indicated that zero degrees is satisfactory for storing for as long as required provided there are controls against fluctuation of temperature. As a recommended procedure he called for quick freezing. proper packaging, storage at zero or below and thawing as quickly as possible.

He stated that freezing of stale bread will not restore freshness as bread would be as fresh or as stale as when placed in the storage freezer. He further noted that overheating in reconstruction can destroy the flavor qualities.

In conclusion, Mr. Walker showed a series of slides illustrating the Arnold facilities for handling frozen bread.

On the social side the convention offered a president's reception and allied trades party sponsored by the Bakers Courtesy Club of Pittsburgh and Pennsylvania Division No. 4, Allied Trades of the Baking Industry, a retail bakers theater party and en-tertainment for the ladies.

The convention concluded with the annual banquet, floor show and dance at the Gateway Plaza.

Ralph M. Chantler, Chantler Baking Co., Butler, Pa., who has been acting as president pro tem of the Pennsylvania Bakers Assn. since the death of former president W. Arthur Holmes of Puritan Pie Co., Philadelphia, last October, was elected president of PBA at the business session at the Pittsburgh convention.

William L. Manz, Fleischmann's Vienna Model Bakery, Philadelphia, was named vice president, and Ralph W. Sotzing, Bethlehem Baking Co., Bethlehem, and Theo. Staab, Harris-burg, were reelected treasurer and secretary, respectively. John Y. ber III, Keebler Biscuit Co., Philadelphia, replaced I.fr. Manz on the board of directors.

J. Kenneth Kooker, Pillsbury Mills, Inc., Philadelphia, was elected to a two-year term as associate director. He replaces L. Cleland, Wesson
Oil & Snowdras Sales Co., Philadelphia.



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 Changing Technology—The Emergence of Large
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 The Emergence of Wholesale Distribution
 A Survey of Industrial Growth, 1850-1900
- . THE DEVELOPMENT OF INDUSTRIAL BAKING.
- 1900-1930
 The Changing Pattern of Demand
 Mass Production and Distribution of Baking Products
 Consolidations and Margers—The Growth of
 Multi-Plant Firms
 The Experience of Industrial Competition
- The Growth and Structural Pattern of the Baking Industry: A Summary
- BAKING THROUGH DEPRESSION AND WAR, 1930-1950 Depression and Recovery, 1930-1950
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TRI-STATE

(Continued from page 16)

among themselves as from other producers of foods, who will strive to get their proportionate increase of the 1957 food dollar.

The speaker referred to the comments of the noted economist, Leo Cherne, at the last ABA convention, in regard to food spending in the mext 10 years, and his seven problems that he saw facing the baking indus-try. Of these, he said, the one that should be tackled first, would be "the application of modern management development and effective human rel-ations," because the greatest short-age facing this country in the next 10 years will be executive personnel. Training men for bakery management, he stressed, is a must in the baking industry.

Better Personnel Relations Urged

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"In our enthusiasm for perfection in the manufacture, delivery and sale of bread and other bakery foods," Mr. Fiedler went on, "I sometimes wonder if we have not gone overboard in placing too much emphasis for our success on the equipment and machinery used in the production and distribution of our product rather than the people who use these ma-

He said that people operate these machines and build them, so that he felt that it should be very profitable to give more time and thought to developing people and understanding people, which adds up to the under-standing of motivations, a rich frontier in untapped resources.

"Show Me" was the topic of the discussion by Mrs. Ellen Semrow, di-rector of the consumer service department of the American Institute of Baking, Chicago. The homemaker of today, she brought out, wants to be shown how to make the best use of the foods that she buys with her dollars—65 million dollars' worth last year. It is high time, Mrs. Semrow said, for each baker to get some of that show-me philosophy into his thinking and into his actions, and get out of the advertising and pro-motion rut that he is in now.

"The consumer service program being conducted is designed to meet that show-me challenge on a national level, all based on the fact that the best way in which to increase con-sumption of a particular food is to find ways and means of extending its

"Another way," she went on, "is to prove its value. Such basic principles go hand in hand with everything that the consumer service does to promote acceptance of those foods."

The show-me attitude, she said, is met also in contacts with editors and TV and radio managers, so that first of all material offered must captivate their imagination if it is expected to captivate that of the public. This same attitude of show-me, Mrs. Semrow explained, is faced also in the educational field, hence every possible care and precaution is used in preparing material for use in

Self-Service Bakeries

The final speaker of the forenoon session was Miss Alice M. Dowling of New York City, whose topic was "To Serve or Not to Serve." She cited the growing trend in the baking industry towards self-service, one reason being the desire of more and more people to be served promptly, specially in rush hours. This trend is especially evident, she stated, in



'EAT NUTRITIOUS BAKED FOODS DAILY!"—That's the request seen by a daily average of more than 50,000 occupants of motor vehicles passing the Chapman & Smith plant in Melrose Park, Ill. The message appears in prominent letters on an attractive three-color illuminated sign in full view of passing vehicles on the Illinois highway which parallels the plant. Passersby are attracted by a double-face rotating unit on which the "Rolling Pin" trademark appears. This circular unit revolves continuously and is interiorly illuminated during the evening and night hours. Floodlights are directed from several angles to the body of the sign to display the five-word message which this 79-year-old manufacturer of food ingredients for biliers feels will be helpful in encouraging increased consumption of baked foods. According to John A. Kluetsch, president of Chapman & Smith Co., Inc., the Illinois highway department has reported that an average of 25,000 vehicles passes Rolling Pin Square every day. More than 20 million viewers will pass this sign during 1957, and these consumers will be effectively reminded that baked foods are nutritious and that they should be a part of the daily diet.

the multiple-unit retail division of the industry.

"I am often asked this question," she went on. "Have self-service bakeries been successful? Certainly they have, very much so. But I know of no baker taking snap judgment on this change-over from service to selfservice. Some have spent a year or more, at least quite a long time, be-fore making this drastic change."

Many points have to be taken into consideration, she pointed out. Products that are packaged have to have high quality to get consumer accept-ance. "In introducing new products in such self-service," she stated, "don't depend any longer on the views of two or three people. Get a panel. Make a survey. Quiz the sales force. Ask customers. Set up a sampling table. Sales are lost if everything is left to the views of just one person."

Uniformity is necessary in produc's and packages. Every change, she said, in packaging is because of need for greater visibility for the product that is packaged. Customers want to see as much of the product as possible. "But when you get ready to adopt a uniform package for your products, call in the cellophane man, the box maker, the package man—they know their business and the angles. They have knowledge and experience that

Frem Boustany, past president, presented a resolution of sympathy over the death of Joseph K. Roe of Smith's Bakery at Pensacola, which

Andreas F. Reising, Sunrise Bak-ery, Inc., New Orleans, as nominating committee chairman presented a slate of Tri-State officers, all of whom were elected by acclamation:
President, William L. Wolf, Wolf's
Inc., Lafayette, La.; chairman of the
board, Charles A. Maggio, Tasty Baking Co., Baton Rouge, La.; vice president for Louisiana, Melvin C. Hebert, Calcasieu Baking Co., Lake Charles, La.; vice president for Alabama, Tom

Stevens, Home Baking Co., Birmingham, Ala.; vice president for Missis-sippi, John Pollman, Smith's Bakery, Meridian, Miss.; secretary-treasurer, Sidney Baudier, Jr., the Dough Boy, New Orleans.

For the Retail Division: President, Fred Pollman, Pollman's Bake Shop, Mobile, Ala.; chairman of the board, N. F. DeSalvo, DeSalvo's Bakery, Harvey, La.; vice president for Lou-isiana, Larry J. Long, Long's Bakery and Confectionery, New Orleans; vice president for Mississippi, Louis Schweizer, Blue Ribbon Bakery, Hattiesburg, Miss.

During the final afternoon, virtually the entire convention moved to the Fair Grounds for an afternoon of racing, during which a feature race was offered as the Tri-State Bakers Handicap. Mrs. Maggio presented a large wreath to the winning jockey. William C. Bacher, Bacher Bros. Bakery, New Orleans, was chairman

for the annual banquet that evening, assisted by Mrs. Leonie Weill and Christy J. Smith, who arranged for special entertainment features. An engraved wrist watch was presented to Mr. Maggio. Dancing followed the supper. Mrs. Maggio and Mrs. Andreas Reising headed the committee in charge of entertainment for the visiting ladies. One of the features of this entertainment was a luncheon at Kolb's Restaurant.

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CONVENTION CALENDAR

Feb. 15-17—Bakers Association of the Carolinas, The Carolina, Pine-hurst, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

March 3-Bakery Equipment Manufacturers Assn., Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.V.

March 3-5—New York State Association of Manufacturing Retail Bakers, Inc., Hotel Sheraton, Rochester, N.Y.; sec., Roy A. Hock, 3524 East Ave., Rochester, N.Y.

March 4-7-American Society of Bakery Engineers, Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, Room 1354, LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago

March 17-20-Associated Retail Bakers of America, Hotel Roosevelt, New Orleans: sec., Trudy Schurr. 735 W. Sheridan Road, Chicago, Ill.

March 28-30-Southern Bakers Assn., Vinoy Park Hotel, St. Petersburg, Fla.; sec., Benson L. Skelton, 703 Henry Grady Bldg., Atlanta 3.

March 31-April 2 — Texas Bakers Assn., Hotel Gunter, San Antonio, Texas; sec., William Baird, Room 1134, National Bldg., Dallas, Texas.

April 19-21—Rocky Mountain Bakers Assn., Brown Palace Hotel, Denver, Colo.; sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

May 5-7-Oklahoma and Arkansas Bakers Assn., Lake Murry Lodge, Ardmore, Okla.; see., J. C. Summers, Oklahoma A&M College, Okmulgee,

May 6-7-Minnesota Bakers Assn.,



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passed their period of maximum use.

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Radisson Hotel, Minneapolis; sec., James M. Long, 623 Fourteenth Ave. S.E., Minneapolis 14, Minn.

May 11-13 — Southwest Bakers Assn., Hilton Hotel, Albuquerque, N.M., sec., J. R. L. Kilgore, Box 127, Albuquerque, N.M.

May 13-15 — Biscuit & Cracker Manufacturers Assn. and Independent Biscuit Manufacturers Assn., the Plaza Hotel, New York City; sec., Walter Dietz, Biscuit & Cracker Manufacturers Assn. of America, 20 North Wacker Drive, Chicago 6, Ill.

May 14-15-Iowa Bakers Assn., Fort Des Moines Hotel, Des Moines, Iowa; Sec., Walter Dolch, Morning Glory Bakery, 107 S. Main St., Maquoketa, Iowa.

May 19-23—American Association of Cereal Chemists, Sheraton-Palace Hotel, San Francisco, Cal.; sec., Clinton L. Brooke, Merck & Co., Inc., Rahway, N.J.

June 8-10 - Pennsylvania Bakers Assn., mid-year convention; Hotel Bedford Springs, Bedford, Pa.; sec., Theo. Staab, 600 N. Third St., Harrisburg, Pa.

June 17-19-The Bakers Association of the Carolinas, the Mayview Manor, Blowing Rock, N.C.; Sec., Louise Skillman, 2608 Portland Ave., Charlotte 6, N.C.

June 27-July 2—Bakery Equipment Manufacturers Assn., Manior Rich-elieu, Murray Bay, P.Q., Canada; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

July 28-31-West Virginia Bakers Assn., Greenbrier Hotel, Charleston; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston.

Sept. 15-17 — Southern Bakers Assn., Atlanta Biltmore Hotel, At-lanta, Ga., pres., Benson Skelton, 703 Henry Grady Bldg., 26 Cain St. N.W., Atlanta, Ga.

Sept. 22-24 - Wisconsin Bakers Assn., Wausau Hotel, Wausau, Wis.; exec. sec., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee.

Oct. 19-23 - American Bakers Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Dr., Chicago 6, Ill.

Oct. 20-Bakery Equipment Manufacturers Assn., Hotel Sherman, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Enriched Bread Topic For School Project

CHICAGO-An advertisement explaining enriched bread has been inserted by the American Bakers Assn. in the Educational ABC's of Industry, a new publication which is being distributed to 1,507,127 grade school children in the U.S.

The advertisement, which says enriched bread is "the soft, fine-textured, delicious white bread America loves," will be used for classroom discussion over a period of weeks. The publication is made available to teachers for use as a supplementary text book for both elementary and

secondary schools.

The publication features a contest in which the children pick a subject, like the enriched bread mentioned in the advertisement, and write essays about it or use it as the basis

for a written and illustrated project.

The ABA has already received hundreds of requests from children for the material.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Ad2 of per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 19¢ per word, \$1.50 minimum. Add 29¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

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Bread Facts Now Easier to Spread, AIB Workers Say

CHICAGO—Along with new products that are "easier to spread," the facts about bread's role in nutrition are spread more easily than three years ago, said members of the nutrition field staff of the American Institute of Baking. The seven nutritionists reported, during their year-end home office conference, that they are now eagerly welcomed in quarters that once were skeptical about the nutritional value of bakery

School lunch directors are grateful for new recipes for nourishing, good-tasting, economical dishes using bakery foods, brought to them by the AIB field staff. Many have invited the nutritionists to assist with workshops scheduled as far ahead as 1958. Workshop demonstrations include lectures on nutrition and work simplification as well as the actual preparation of a luncheon dish.

The nutritionists also give guest lectures before college classes in education. For advice on this aspect of their work, they heard Dr. Robert Yoho, director of the Division of Health Education of the Indiana State Board of Health, during the conference. He spoke on "Health Education." Because they are constantly in touch with current nutrition research in cereal products, as well as with the best methods for teaching this material to different age groups, the nutritionists are sought as authorities on the subject.

Bakers may obtain information about the field worker in their area, and how she can help in local mutrition education projects, by contacting Ellen H. Semrow, Director of Consumer Service, American Institute of Baking, Chicago 11, Ill.

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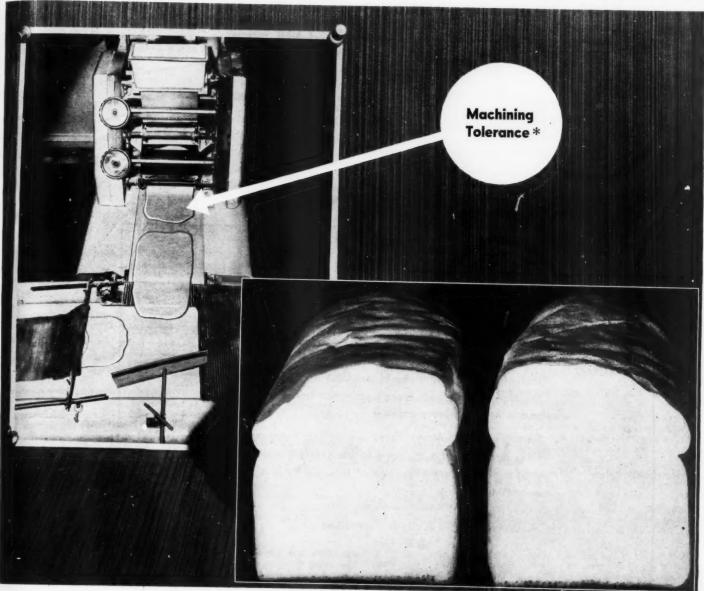
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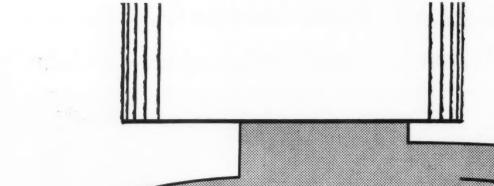
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BAKING HELPS

from The American Baker's Reader Service Department

Baking Publications:

BAKING SCIENCE & TECHNOLOGY

By E. J. Pyler, and staff of Siebel Institute of Technology

SCIENCE AND PRACTICES OF BREADS AND BOLLS MANUFACTURE

By John C. Summers Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute A splendid guide to practical bakers

SCIENCE AND PRACTICES OF CAKE, PIE, COOKIE,

PASTRY AND VARIETY BREADS MANUFACTURE (1955) By John C. Summers

BAKERY MATERIALS AND METHODS

By Albert R. Daniel 500 pages of sound information covering bread and cake produc-

BASIC SCIENCE FOR BAKERY STUDENTS

by P. S. Jewell, H. Mulholland and S. F. Everiss A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check upon the theory. An appendix for teachers, explaining use of the instruments and making

THE BAKERY TRADE AS A CAREER

By Albert R. Daniel For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry\$2.00

MODERN BAKERY MANAGEMENT

By F. Boreham New, 1954. Of exceptional value in successful bakery management. Of assistance before, during and after training and as a guide and reference for the established bakery manager

BREADMAKING-ITS PRINCIPLES AND PRACTICE (3rd edition)

By Edmund B. Bennion

An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint\$7.20

VIENNA BREAD-and Continental Breads de luxe

By Victor F. A. Richter

Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully illustrated art paper, cloth bound

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Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks

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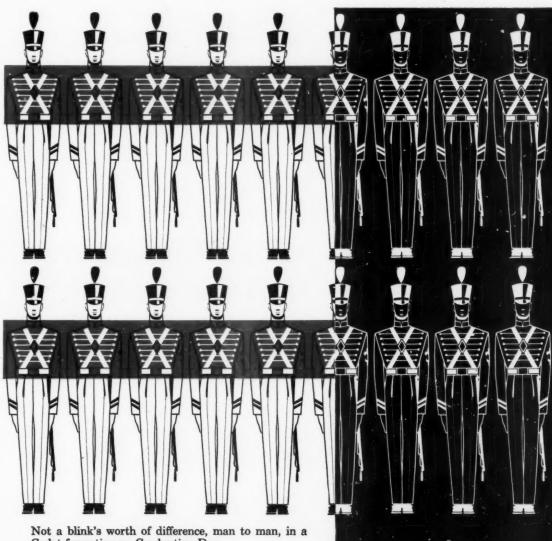
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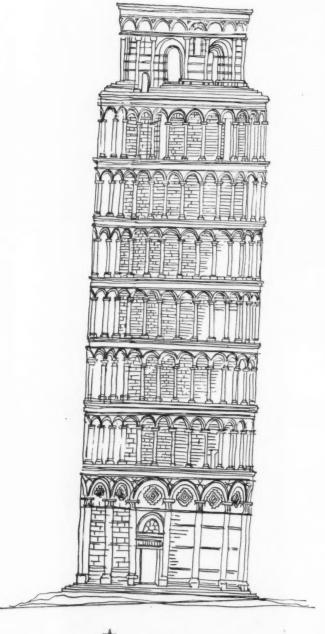
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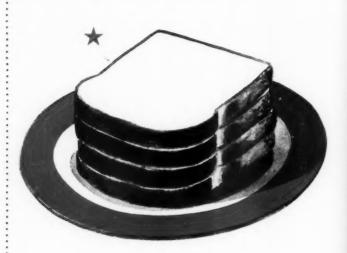
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DOUGHNUTS TO NORWAY-Last summer the Munro Combs family of Los Angeles entertained a Fullbright scholar, Charles Philipson of Oslo, Norway. During his stay at the Harvard University graduate law school, previous to his visit to Los Angeles, Philipson became extremely fond of American doughnuts. Recently Mrs. Combs decided to surprise Mr. Philipson, who is now practicing law in Oslo, with a gift of American doughnuts. She solved the problem of freshness by shipping the doughnuts over the North Pole to Norway via Scandinavian Airlines in 19 hours. Mr. Philipson had the doughnuts for breakfast a short time after they arrived in Norway. Mrs. Combs is pictured preparing the doughnuts for shipment with Jack Arnold of Arnold's Coffee Bar at the Farmer's Market in Los Angeles. Mr. Arnold supplied the doughnuts for the gift and packed each doughnut in a plastic bag for guaranteed freshness.

Pennsylvania Group Installs New Officers

WILKES-BARRE, PA.—New officers were installed at a meeting of the Northeastern Pennsylvania Bakers Assn. here in the Hotel Redington. They are Albert Stevens, West Hazleton, president; Peter Polansky, first vice president; Armando Sallavanti, second vice president; George Legas, treasurer; Fred C. Roth, secretary.

Plans for the year were discussed. The new president announced directors and committee chairmen for the year. The directors are Chester Kempinski, Wilkes-Barre, past president; Doud Berlitz, Hazleton; Paul Bernstein, Hazleton; Gene Krugger, Hazleton; Anthony Dicton, Kingston; Paul Skiptunas, Warrior Run; Walter Sweedo, Scranton; William Thomas, Clarks Summit; Louis Tuttlimond, Pittston; Thomas Woods, Wilkes-Barre; Lloyd Wynn, Wilkes-Barre;

The committee chairmen are: Program, Walter Sweedo, Paul Skiptunas; membership, Chester Kempinski, Otto Sarmonis; sick, Hazleton, Gene Brugger, Paul Bernstein; Wilkes-Barre, Anthony Dicton, Fred C. Roth; Scranton, Walter Sweedo, Louis Tuttlimond.

SAFE-DRIVING AWARDS

Val Favero, personnel manager of the Continental Baking Co., Omaha, Neb., has announced that the firm's accident-free drivers in the future will wear their records on their truck. The driver-salesmen who have gone two years without an accident will be given 5-by-6 metal plaques showing their names and the length of their safety records to be mounted on their trucks.

Bakers Forum Slated For Alternate Years

LOS ANGELES—The Allied Trades of the Baking Industry of Southern California has voted to hold its Bakers Forum every other year, rather than annually as in the past. The decision was based on two considerations: the Bakers Forum has grown so large it is difficult to get the necessary manpower to stage it annually, and it is felt that in the odd years all resources should be put behind a major public relations activity for the baking industry.

NET INCOME DOWN

NEW YORK—The Horn & Hardart Baking Co. of New Jersey has reported net income of \$563,998, or \$5.67 a common share, compared with \$687,767, or \$6.91 a share the previous year.

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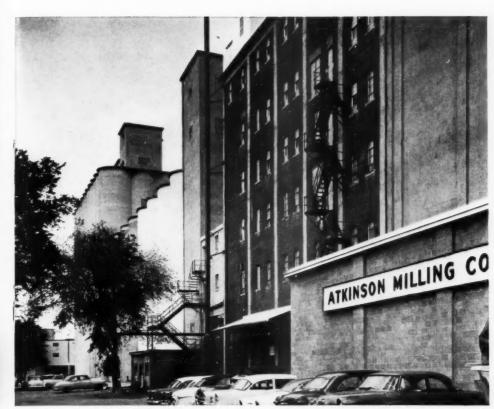
New York

INDEX OF ADVERTISERS

Abilene Flour Mills Co	21	
Acme-Evans Co	39	
Acme Flour Mills Co	22	
Amendt Milling Co	40	
American Flours, Inc.	1	
American Molasses Co. (Nulomoline Div.)		
Anheuser-Busch, Inc.	51	
Arizona Biltmore Hotel		
Atkinson Milling Co	26	
Bay State Milling Co	53	
Beardstown Mills	22	
Bemis Bro. Bag Co	5	
	9	
Blake, J. H.	20	
Biodgett, Frank H., Inc	28	
Brey & Sharpless		
Brolite Co	37	
Brown's Hungarian Corp	35	
Juhler Mill & Elevator Co	51	
Jurke, E. J., & Co	60	
Cahokia Flour Co		
Centennial Flouring Mills Co	28	
Chase Bag Co	32	
Coleman, David, Inc	60	
Colorado Milling & Elevator Co	29	
	8	
Commander-Larabee Milling Co		
Consolidated Flour Mills Co	21	
De Lisser, Andrew	60	
Desendorf, Inc		
Doughnut Corporation of America	3.5	
Doughnut Corporation of America	52	
Duluth Universal Milling Co		
Duncan, Wm. C., & Co., Inc	60	
Dunwoody Industrial Institute		
Eckhart Milling Co	6	
ECKNAPT MINING CO	-	
Evans Milling Co	52	
Itahan Kallanthan Mitting Co		
isher-Fallgatter Milling Co	40	
isher Flouring Mills Co	40	
lour Mills of America	58	
ranco, Francis M		
Parland Mills, Inc		
Seneral Mills, Inc		
Slobe Milling Co	21	
Sooch Milling & Elevator Co	54	
Green's Milling Co	52	
Greenbank, H. J., & Co	60	
Distance in the Column	00	

Habel, Armbruster & Larsen Co	60	(
Heide, Henry, Inc	2	
Hoffmann-La Roche, Inc	24	- 1
Hotel Sherman	52	1
Hubbard Milling Co	21	i
Hudson Pulp & Paper Co		i
Hunter Milling Co	36	1
Imbs, J. F., Milling Co	28	
International Milling CoCover	2	
Ismert-Hincke Milling Co	4	
today office of		- 1
Jackson, Gilbert, Co	60	
Jaeger, Frank, Milling Co	40	1
Jennison, W. J., Co	51	- 1
Johnson-Herbert & Co		- 1
Kansas Milling Co	38	
	60	-
Kelly-Erickson Co		- 1
Kelly, William, Milling Co	56	- 8
King Midas Flour Mills	25	
King Milling Co	37	5
Kiwi Coders Corp	35	
Knappen Milling Co	52	
Knighton, Samuel, & Sons, Inc	60	62 00 01
Koerner, John E., & Co	60	-
		9
La Grange Mills	28	9
Lexington Mill & Elevator Co	40	
Lyon & Greenleaf Co., Inc	36	5
Mennel Milling Co		
Merck & Co., Inc.		-
Midland Flour Milling Co	59	-
Miller Publishing Co.	55	
Miner-Hillard Milling Co.	37	1
Montana Flour Mills Co.	3/	1
Montgomery Co.		1
Montgomery Co		
Moore-Lowry Flour Mills Co	40	-
Morris, Cliff H., & Co	60	
Morrison Milling Co	52	v
Morten Milling Co	36	Y
		,
Nappanee Milling Co	32	
National Yeast Corp	35	1
New Century Co		1
New Era Milling Co	28	1
New York Central System		1
North Dakota Mili & Elevator		1
Norton, Willis, Co	36	1
Novadel Flour Service Division.		1
Wallace & Tiernan IncCover	3	1

VII JEN	_
Oklahoma Flour Mills	39
Paniplus Company	1
Peek Bros. Penn, William, Flour Co	40 31 39
Quaker Oats Co	35
Red Star Yeast & Products Co Red Wing Milling Co	7 21
Roanoke City Mills	40 33
Runciman Milling Co	24 57 39
Sheridan Flouring Mills, Incshort, J. R., Milling Cosmith, J. Allen, & Co., Inc	39 22 39
Springfield Milling Corp	20 4 32
Sterwin Chemicals Inc	60
Tennant & Hoyt Co	41
Thompson Flour Products, Inc	31
Urban, George, Milling Co	31
rictor Chemical Works	23
Wall-Rogalsky Milling Co	41 11 21 21
Wichita Flour Mills Co. Williams Bros. Co. Williams, Cohen E., & Sons	200
	-



Atkinson Milling Co. of Minneapolis, Minn., where Wallace & Tiernan flour service and equipment is used. This mill processes up to 6000 cwt. of flour daily.



Mill employee adjusts flow of chlorine dioxide gas being fed from a W&T DYOX unit to a flour stream. The gas flow to each flour stream can be individually regulated.

W&T BETA-CHLORA unit installed at the Atkinson Mill. This unit meters gas used in the conditioning of certain grades of flour.

HOW ATKINSON MILLING COMPANY USES W&T FLOUR TREATMENT

The best grade of flour requires maturing, bleaching, and enriching with precise, uniform treatment methods such as those practiced at the Atkinson Milling Co. This mill regularly processes up to 6000 cwt. of flour daily. To insure that the flour is uniformly aged, properly enriched, and of the best color, this progressive mill uses Wallace & Tiernan flour treatment equipment and services.

Wallace & Tiernan flour treatment in use at the Atkinson Mill includes: Dyox® for maturing; a Beta-Chlora® unit for conditioning; Novadelox® for bleaching; and N-Richment-A® for enrichment. All equipment furnished has been proven efficient and dependable in operation and is periodically checked and maintained by Wallace & Tiernan so that costly shut-downs are avoided. In addition, the Atkinson Milling Co. has available, at all times, skilled and experienced technical assistance from Wallace & Tiernan to aid them in the solution of their flour processing problems.

The Atkinson Milling Co. is only one of the many flour milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.



Mill employee loads W&T NOVADEL FEEDERS used to precisely measure and feed NOVADELOX, the superior Wallace & Tiernan bleaching compound



NOVADEL FLOUR SERVICE DIVISION WALLACE & TIERNAN INCORPORATED

25 MAIN STREET, BELLEVILLE 9, NEW JERSEY REPRESENTATIVES IN PRINCIPAL CITIES

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Cover

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A Remarkable Pair



STAN-EX—a high quality egg yolk replacement product for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

STAN-WHITE—stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.

Truly — a remarkable pair!

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GENERAL OFFICES:

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